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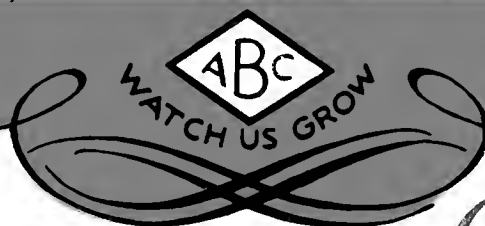
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U. S. DEPARTMENT OF AGRICULTURE



PETUNIAS, A. B. C. "PRIVATE STOCK" MIXED
(Approximately One-Eighth Natural Size)

See inside front cover for description and prices. All of the above were flowered in three-inch pots.



AMERICAN BULB COMPANY

Chicago • New York

IMPORTERS & GROWERS

SPRING EDITION 1935

SEEDS • BULBS • PLANTS

AMERICAN • EUROPEAN NOVELTIES

**Wholesale Price List for Florists
Seedsmen and Nurserymen**



A. B. C. "Petunias for Profit"

100% Double Petunias from Seed

THE SENSATION OF THE SEED WORLD



New Double Flowering Fringed Petunia "World Beauty"

A New Development in "All Double"

LARGE FLOWERING FRINGED PETUNIAS

Offered under the title A. B. C. "De Luxe"

FOR FIFTY YEARS or more flower-seed specialists have tried by every possible experiment to obtain a double Petunia that would reproduce more than 50 per cent of double flowers, but their efforts have been of no avail.

It gives us great pleasure, therefore, to be able to introduce to our customers a strain giving practically 100 per cent of fully duplexed and beautifully fringed flowers of supreme value for pot plants, window boxes and general bedding work. We offer this strain with every confidence.

Firstly, we call special attention to our own introduction.

DOUBLE PETUNIA "WORLD BEAUTY"

Illustrated above. It produces large double fringed flowers of the most beautiful rosy carmine color, plants of dwarf, compact growth and which makes this grand new sort particularly desirable for pot plants as well as bedding. Petunia growers will, we believe, do well to culture "World Beauty" in a large way.

Price: Tr. Pkt.....\$2.00 3 Tr. Pkts.....\$5.00

PETUNIA A. B. C. "DE LUXE" DWARF

"ALL DOUBLE" MIXED

This new dwarf double flowering strain with a wonderful arrangement of colors and shades is particularly recommended for pot plants and bedding.

Tr. Pkt.....\$2.00 3 Tr. Pkts.....\$5.00

See Unsolicited Testimonials on Page 2

PETUNIA A. B. C. "PRIVATE STOCK" Mixed

Single Large Flowering Mixed (See illustration on front cover)

A new strain of "hand pollinated" large flowering dwarf Petunias, produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, Riverside, Ill. (originator of "Primula Malacoides Erikssonii"). If you grow pot plants you will surely want some of this outstanding new strain, exceptional for pot plants, porch and window boxes, bedding, etc. Fancy mixed colors. The genuine strain is furnished in Eriksson's original packages only.

Tr. Pkt. (1,000 seeds) ..\$1.25 5 Tr. Pkts. (5,000 seeds) ..\$5.00

AMERICAN BULB COMPANY

Importers and Growers

WHOLESALE PRICE LIST

Spring Edition 1935



DEPENDABLE MERCHANDISE—*True to an Ideal*

At no time have we turned back from our *high standard of excellence*. Even when economic conditions were the most difficult, we avoided all compromise that would result from *the cheapening of quality*.

By rigidly upholding our traditional prestige for only the best in *Seeds, Bulbs, Plants and Accessories*, we have retained the confidence of our many customers. By virtue of these facts we

are widely recognized for the *dependable quality of our offerings*.

Our large assortments, with prices conforming to present conditions in the horticultural industry, likewise prompt service, afford many advantages to discriminating buyers.

Awaiting your valued commands, we are,

Yours faithfully,
AMERICAN BULB Co.
Per A. Miller, President

TERMS OF BUSINESS

ROUTING: Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

DISCLAIMER: The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest *quality* possible, as it is our constant aim to give our customers fullest satisfaction.

DISCOUNTS: On bills for Flower Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted; 5 per cent cash discount is allowed on all orders of Flower and Vegetable Seeds only; 3 per cent on Bulbs when remittance accompanies the order, except items specially quoted or priced. All other goods are strictly net, as are also

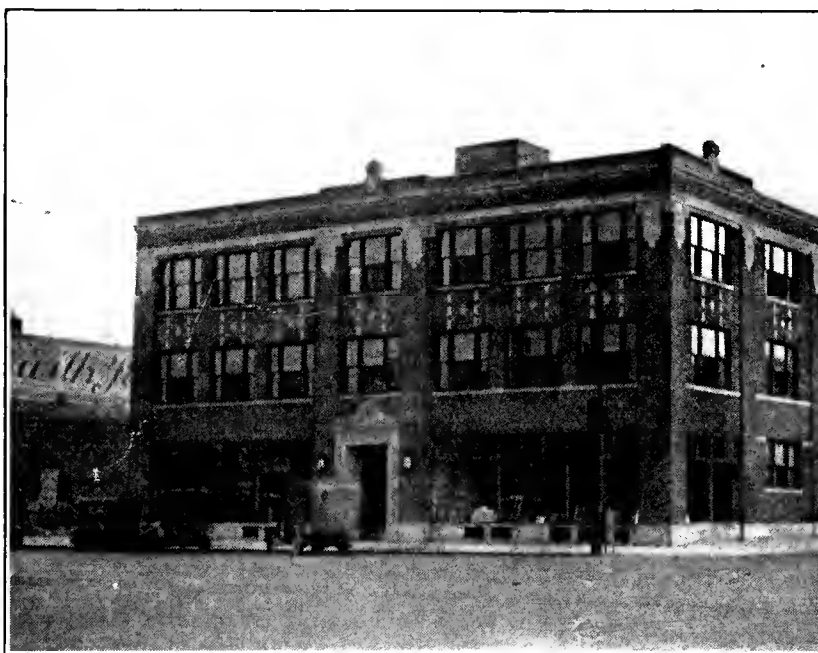


Illustration showing frontage of our new building in Chicago, occupying approximately 50,000 square feet of space, specially constructed to carry on with our highly specialized lines and assure our clients prompt Service—A. B. C.

A. MILLER, President
BEN MILLER, Vice-Pres.



J. J. KARINS, Vice-Pres.
A. L. KOEHLER, Sec-Treas.

SPECIAL NOTE: Please mail orders from this list to
AMERICAN BULB CO.

31 West 27th Street, New York, N. Y.

Chicago Cable Address "BULBS" A. B. C. and Bentley Codes

TERMS OF BUSINESS (Continued)

bills for goods supplied under special quotations unless otherwise agreed upon.

PARCEL POST: We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. *We do not deliver any goods free at Wholesale Prices.*

PRICES: This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

*Early Orders Will, We Believe,
Prove Mutually Advantageous.*

CHICAGO

1335 West Randolph Street
(Corner Ada)

Telephones: Haymarket 6774-6775

NEW YORK

31 West 27th Street

Telephones: Bogardus 4-7257-7258

A. B. C. "DELUXE" PETUNIAS

Are Worth - While "Profit - Pro-
viders" for the Florist - Grower.

The following are spontaneous
testimonials:

Newell, N. J.

American Bulb Co.,
31 W. 27th St.,
New York, N. Y.

My dear sirs:

I am writing you to let you know how
my "WORLD BEAUTY" PETUNIA
turned out that I have grown from the
seed I got from you in January. It is
the most beautiful PETUNIA I have
ever seen. I have sold all and could
have sold 10,000 four inch pots if I
had had them. I panned 200 in six
inch bulb pans. I had as high as 33
large blooms on a pan. I sold every
pan at fifty cents per pan and could
have sold as many more. I also had
700 four-inch pots that brought twenty
cents wholesale and thirty-five cents
retail and they were all sold as fast as
color showed.

Yours very truly,
(Signed) JOHN L. NORTH.

Attleboro, Mass.

American Bulb Co.,
New York, N. Y.
Gentlemen:

I am pleased to inform you that I
took first prize on my Petunias at the
Attleboro Garden Club Flower Show in
June — "WORLD'S BEAUTY" and
"DE-LUXE DOUBLE MIXED."

If you have a packet of "World's
Beauty" and "Dwarf Double Mixture"
out of the same crop of seeds that I
purchased of you this Spring, either
send them to us collect or hold them
until I send you an order for other
seeds.

Yours very truly,
(Signed) ALFRED A. HAYWARD.
Per A.A.H.

Arlington Heights, Ill.

American Bulb Co.,
1335 W. Randolph St.,
Chicago, Ill.

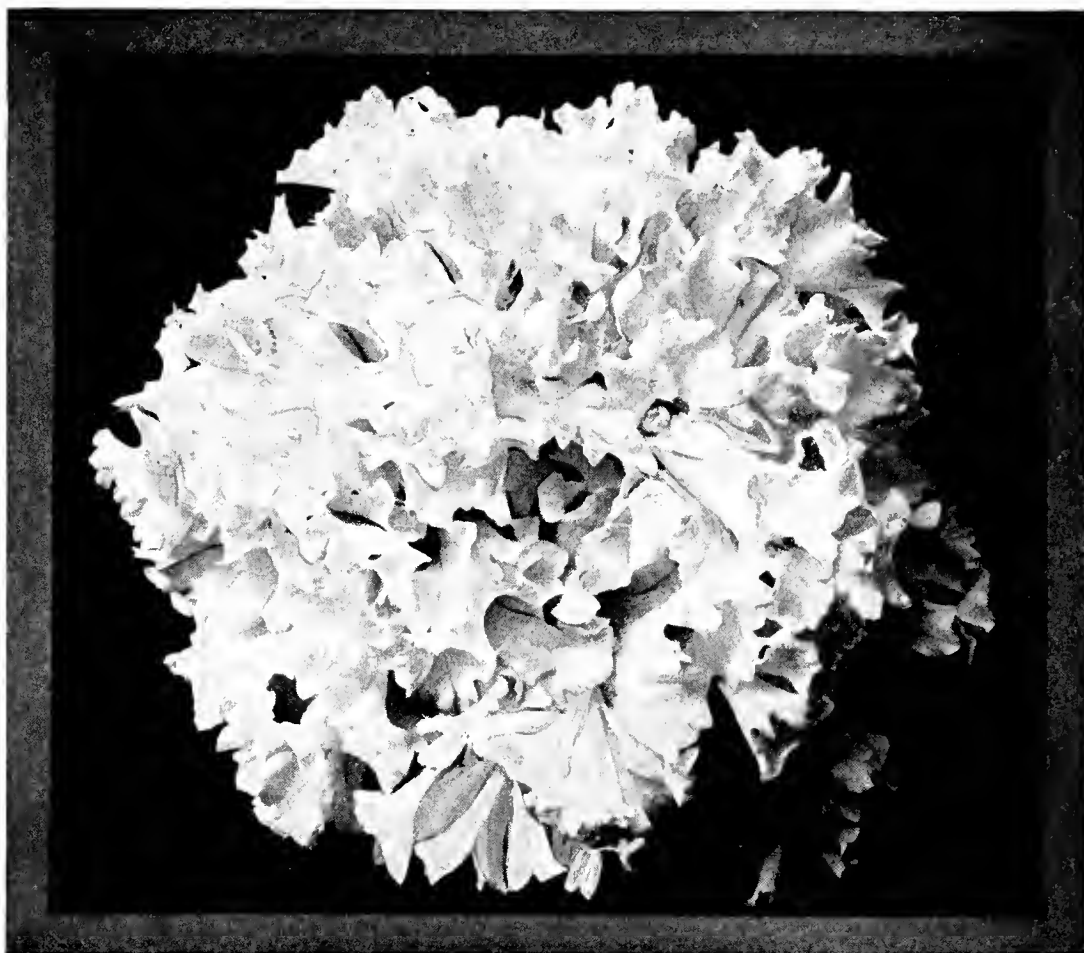
Dear Sirs:

Your Petunias "World Beauty" and
"Dwarf Double DeLuxe Mixed" proved
to be 100% as you stated, both as to
doubleness and quality.

These strains were a revelation to
me and the best sellers of all the varie-
ties of Petunias which I grew this sea-
son.

I think you are to be congratulated
on introducing these new kinds to the
trade.

Yours truly,
(Signed) EMIL H. B. LAUN.



Petunia A. B. C. "De Luxe" Dwarf Double Mixture
(See Description and Prices on Inside Front Cover)
Exceptional for Pot Plants and Bedding

Niles, Ill.

American Bulb Co.,
1335 W. Randolph St.,
Chicago, Ill.

Dear Sirs:

Your "World Beauty" Petunia is a
winner! As a pot plant it "sold itself"
the past spring and when short of
Carnations I used same for funeral
work. After placing stems in the water
a few hours the blooms remained firm
for a long period.

Thanks for recommending this to me.
Let me know when you have some
more good new kinds of flower seed
items.

Yours very truly,
(Signed) KABOT GREENHOUSES.

American Bulb Co.,
Chicago, Ill.

Dear Sirs:

Your petunias are certainly a knock-
out, especially "Theodosia." We had
over three thousand petunias all from
A. B. C. seed, and at this date, May
24th, we have not a single one left for
Memorial Day. The retail price these
petunias are bringing is 35c from 4-
inch pots, which beats geraniums to a
standstill. Petunia seed from A. B. C.
for me always.

Yours truly,
(Signed) JOHN HAUPRICHT.
Station C, R. 3, Box 268, Toledo, Ohio.

Tyrone, Pa.

American Bulb Co.,
31 W. 27th St.,
New York, N. Y.

Gentlemen:

We were so delighted with A. B. C.
"DeLuxe" Dwarf Double Petunias, the
finest we have ever seen. Sold every
one.

Yours very truly,
(Signed) F. P. & J. E. OSTER.

Denison, Iowa

American Bulb Co.,
1335 W. Randolph St.,
Chicago, Ill.

Dear Sirs:

Please rush Snapdragon Seed as
follows: —

I sure had the finest 3-inch Double
Petunias from your "World Beauty"
seed this Spring any grower ever saw.
Blooms 4 and 5 inches across in all
colors 100% Double. I will be back
again next Spring.

Yours very truly,
(Signed) F. E. AULD.

Galion, Ohio

American Bulb Co.,
Gentlemen:

Our petunias this season, "Ruffled
and Theodosia," from your seed, were
a sight to see—consequence, could
have easily sold as many more.

Yours,
(Signed) C. H. HELFRICH.

FOR COMPLETE LISTING OF A. B. C. "DE-LUXE" PETUNIA SEEDS PLEASE REFER
TO ALPHABETICALLY ARRANGED PAGES IN THIS BOOK.

THE "PAR-EXCELLENCE" OF SINGLE LARGE FLOWERING PETUNIAS A. B. C. "PRIVATE STOCK" MIXED
SEE FRONT COVER FOR ILLUSTRATION

A. B. C.

"Supreme" Quality Florists' Flower Seeds!

SPECIAL NOTE: For cash with order we allow special 5% discount on all orders for flower and vegetable seeds. This discount however does not apply to other merchandise listed in this book. (See previous page for general discounts.)

40 Years of Flower Seed Knowledge Is At Your Service

Our FLOWER SEED BUSINESS (carried on exclusively for the Florist Grower) has been built up to its present large volume thru the fact that we have continued to supply the quality of seed necessary to qualify in every way and on a consistent price basis. It must be borne in mind, that the expense of rogueing and selecting necessary to provide

"The Highest Type of Florists' Flower Seeds"

is somewhat greater than that required to produce **"THE COMMON OR GARDEN VARIETY."** However, the small difference in cost as between the two grades should prove of small consequence to the grower who needs **"QUALITY"** in his business. We spare no expense in research work amongst **AMERICAN AND EUROPEAN SPECIALISTS** in order to obtain **NOVELTIES AND SPECIALTIES** which enable the producer to furnish the **NEW AND BETTER KINDS** for his market, and thereby enhance the possibility of a reasonable return for his efforts, especially at this time of economic depression. We wish to call particular attention to our collection of **Florists' Petunias**, especially **"World Beauty"** and **"De Luxe Double Dwarf Mixed,"** the **"100% Double from Seed"** sensation of the seed world.

Special 5% discount on all purchases of flower and vegetable seeds (only) when order is accompanied by cash.

Soliciting your valued commands, we are
Yours very truly,
AMERICAN BULB COMPANY,
Per A. Miller,
President.

IT'S THE RESULTS OF QUALITY THAT COUNT



A. B. C. **"De Luxe" Pansies**
(One-fourth natural size)

The **"Last Word"** in Pansy mixtures either for cut flower or plant sales.
(See alphabetically arranged pages for prices.)

How to Improve Germination of Fine Seeds, Especially During Hot Weather Season

MIX "SORBEX"

(The Finest Peat Organic) With Soil in Seed Flats and Pots
SOIL FOR SEED FLATS

A perfect mixture for the tender germinated seedlings is one part "Sorbex" to two parts screened garden loam—by volume. Prepare this mixture several days in advance of sowing seeds to allow the "Sorbex" time to absorb some moisture. If time is a factor, moisten the "Sorbex" somewhat before mixing with the soil.

Price of "Sorbex," per 10 bushel bag.....\$2.75

Follow This by Applying "Ansul Formaldehyde Dust"

WHAT CAUSES "DAMPING-OFF"

Few growers realize that such diseases as "Damping-Off" and rots of seedlings are caused by living germs. Disease producing germs live normally in the soil and on seeds. They are spread about by water, air currents and dead or decaying parts of diseased plants. When seeds are planted in soil containing disease germs, the germs become parasites and attack the young roots, often as soon as the seed sprouts. If the seedling is not killed before it emerges, the parasite makes another attack, just at the soil level, and the seedling topples over.

The only successful way of preventing these diseases is to sterilize the soil and disinfect the seed. The easiest, safest and most economical treatment is by the use of **Ansul Dust**.

The best of seed planted in soil containing an abundance of these germs will germinate poorly and show poor stands. **Ansul Formaldehyde Dust.** For damping-off control of seedlings.

Prices:
1-lb. cans\$0.75
5-lb. cans 2.00
25-lb. drums 5.50



"Supreme" Quality



Flower Seeds



Aster Sinensis "Scarlet King"
Excellent for Cutting

NOVELTIES OF OUTSTANDING MERIT

RUST PROOF ANTIRRHINUMS (Snapdragon)

**Destined to Be America's
Most Popular Flower**

**Awarded Certificate of
Honor by the "All
America" Council, 1934**

(Following is Grower's
description.)

After years of collaboration with the University of California in an attempt to produce a strain of Rust Proof Antirrhinums, we are glad to announce that our object has been achieved.

We are able to offer to the

Trade three separate varieties originated by Waller-Franklin and a wonderful Mixture originated by the University of California. These Antirrhinums have been subject to the most rigid tests in our experimental grounds, which is one of the worst locations for rust that we know. Conditions have been created in every possible way to try and produce rust on these Antirrhinums, such as placing rust infested plants among them and keeping them excessively wet. They have stood the tests and 75% of the plants are absolutely rust proof. It is a joy to see these plants with their clean, healthy foliage free from rust. We predict that the introduction of Rust Proof Antirrhinums will make Antirrhinums one of the most popular flowers in America.

Crimson, overlaying a ground of orange.

Shasta, Pure white. This variety has a distinct base branching habit.

Pearl, Pure white, extra large blooms and spikes.

Price of any of above:

Tr. Pkt. 75c 1/16 oz. \$2.00 1/32 oz. \$1.25

University of California choicest mixture.

Tr. Pkt. 50c 1/16 oz. \$1.25 1/32 oz. 75c

One ounce of snapdragon contains upwards of 100,000 seeds.

ASTER "SCARLET KING"

Excerpt from *The Florists' Exchange*,
Sept. 1st Issue, 1934.

"Wholesalers are considered so hard-boiled as to be unable to recognize a new flower from an old one. Such is not the case however. This morning we wore a couple of flowers of a small single aster, and in spite of asters being everywhere and ranging up to 4 in. or more in size, quite a number of salesmen spotted our boutonniere and expressed a desire to have it. The variety **Scarlet King** came to us via England and it is remarkable for its neat form and intense scarlet color. It is of true sinensis type with shortish stiff petals and small disc of yellow. Unlike the large, soft petaled *Elegance* and *Sunshine* singles with their large discs, **Scarlet King** is a real market type hard enough to stand packing without losing its daintiness. The color is much brighter than the older *General Joffre* and is not to be found in any of the doubles. Its constitution is good and it makes fairly long wiry stems."

Tr. Pkt. 50c Oz. \$2.50



New Begonia "Glow"
The Ideal Begonia for Pot Plants

Plant Bodger's Famous Zinnias for Real Worth-While Results.



Aster Aurora "Golden Sheaf"

ASTER, WILT RESISTANT "GOLDEN SHEAF"

We take pleasure in introducing **Golden Sheaf**, the deepest yellow aster yet offered, and the only one that is wilt resistant. The flowers are fully double, with an attractive crest-like center, of good substance and fine depth of petal. It has all the characteristics of the *Aurora* type of aster so popular now with florists. The flowers last well when cut, and are excellent shippers.

Tr. Pkt. 50c Per oz. \$3.50

CREGO ASTER WILT RESISTANT "BLUE EAGLE"

The color is a bright navy blue, distinct from any other dark blue or purple aster now offered, of the *Giant Branching Comet* class, with large, comet type flowers, fully double, on branching plants, suitable for cutting or garden use. The strain is very robust and wilt resistant.

Tr. Pkt. 50c Per oz. \$2.00

BEGONIA SEMPERFLORENS "GLOW"

Flowers up to 2 inches in diameter of fiery dark red color, dark foliage. Superior for pots or bedding. Dwarf growth. Tr. Pkt. \$1.00

BEGONIA GRACILIS "TAUSENSCHON"

The most profuse bloomer of this class. Color, bright carmine rose. 5 inches high. Equally good for pots or bedding.

Tr. Pkt. \$1.00



New Begonia Semperflorens Marginata "Elegant"

Novelties of Outstanding Merit

NEW BEGONIA SEMPERFLORENS MARGINATA "ELEGANT"

Pure white with a vivid edging of crimson. A combination of colors rendering it most charming as a pot plant. One can hardly imagine a more exquisite variety, and it lends itself also admirably for bedding. The plant is of bushy habit, medium tall, very floriferous. The foliage is fresh green. Tr. Pkt. \$1.00



New Calceolaria "Indian Prince"

CALENDULA

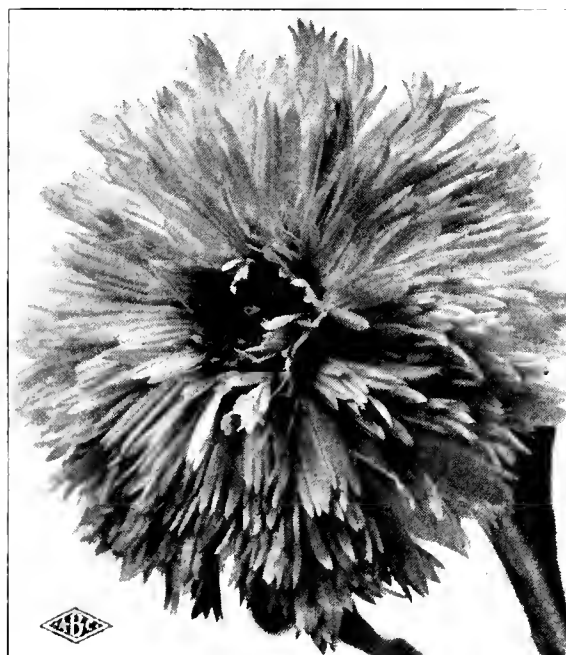
"ORANGE SHAGGY"

(Awarded Gold Medal by the
"All-America" Council, 1934)

The petals are long and deeply fringed or lacinated. Row after row of these long fringed petals overlap each other in a rather irregular fashion and build up a bloom with the shaggy appearance of some Chrysanthemums. These blooms are of great grace and beauty, sharply contrasting with the rather formal appearance of varieties such as "Orange King," etc.

The color is a deep orange shading to slightly lighter orange in the center of the bloom, giving the flower a delightful two-tone effect. Well grown, "Orange Shaggy" has long stems and forms plants about 18 inches high.

Tr. Pkt. .50c 1/2 oz. \$1.70 Oz. \$3.00



New Calendula "Orange Shaggy"

COLEUS SALICIFOLIUS

A Coleus with narrow lacinated leaves. Desirable for pots and bedding. Choice mixed. Tr. Pkt. 35c

ANNUAL CANTERBURY BELLS

Winner of a gold medal and holding third place in the list of All-American flower seed novelties selected by a committee of the American Seed Trade Association last fall, a strain of annual Canterbury Bells, developed by the Waller-Franklin Seed Co., Guadalupe, Cal., promises to be one of the outstanding offerings of the season. The accompanying illustration gives an idea of the flowers.

These Annual Canterbury Bells bloom in six months from seed. Unlike the biennial forms, the new type can be flowered at almost any time of the year. The selection of the seed has gone on over many years.

Growing two to two and one-half feet tall, the plants bear six to eight flower spikes each. The colors include dark blue, pink, rose and white. Since the seeds were first offered to the trade, the originators have found that plants of this strain are almost continuous bloomers, throwing up flower spikes even after they have produced a crop of seed.

"ANGELUS BELL"

Exceptional deep rose.

"MISSION BELL"

Beautiful clear pink.

"BLUE BELL"

Cambridge blue. Extra large flowers.

"LIBERTY BELL"

Violet blue.

Price, any of the above—

Tr. Pkt. .50c 1/4 oz. \$1.50 Oz. \$5.00

Extra choice mixed—

Tr. Pkt. .35c 1/4 oz. .65c Oz. \$2.00

NEW CALCEOLARIA "INDIAN PRINCE"

This is a new color selection from the popular Multiflora Nana strain, retaining the fine dwarf, free-flowering habit. The color is a rich dark scarlet with an orange suffusion, a color that will contrast richly with the new Golden Tiger of the same class. Particularly recommended for Mother's Day blooming.

Tr. Pkt. \$1.25

Petunia "WORLD BEAUTY"
Has No Competitors in Petunias
as a Pot Plant
(See Inside Front Cover)



New Annual Canterbury Bells



"Supreme" Quality



Flower Seeds



NOVELTIES OF THE HIGHEST MERIT

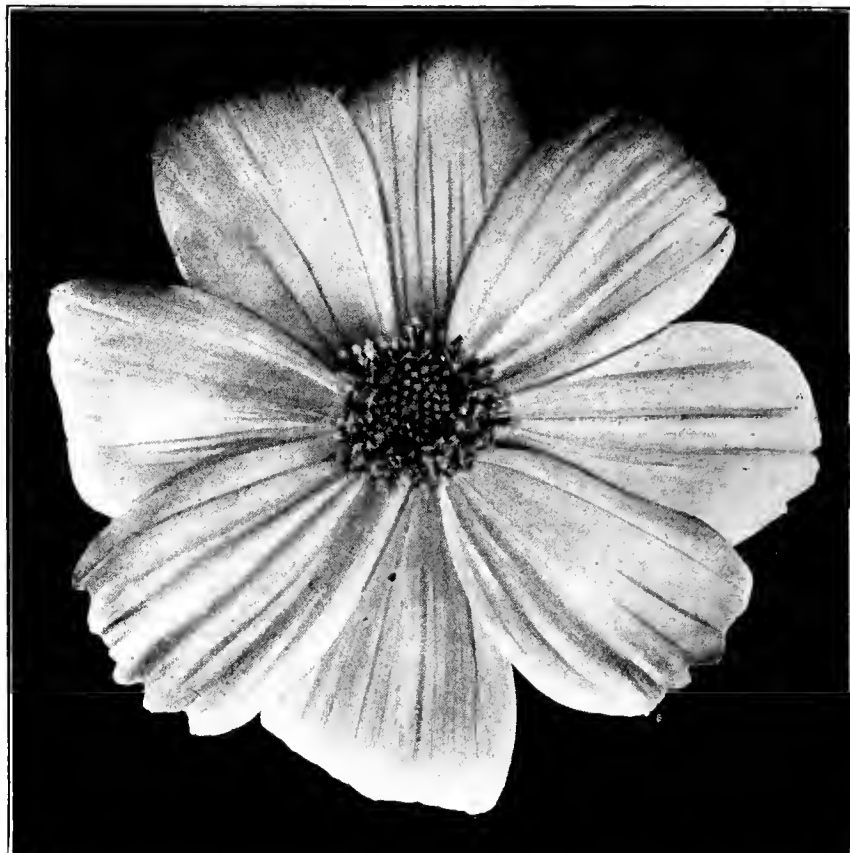
NEW MAMMOTH FLOWERING COSMOS "SENSATION"

For the past few years one of our Minnesota growers has been reaping more or less of a financial harvest in the production of a **Mammoth Flowering Cosmos** which he had obtained through years of selection. Merchandising the blooms of same to prominent retailers of St. Paul and Minneapolis for the past three years and we have prevailed on him to supply us with seeds of same to offer to the trade. The advantage of this new Cosmos is not only its unusually large size, but the important fact that plants come into bloom in about ten weeks from time of sowing seed.

Following is an excerpt from *The Florists' Review*, issue of November 1, 1934.

"A new Cosmos, called Sensation, is on display this week at the store of the American Bulb Co. The variety is remarkable for the size of flower—about four inches across—and its early-blooming habit. The flowers were cut ten weeks after sowing the seed in open ground, and the grower stated the large blooms came without disbudding."

Mr. O. J. Olson of Holm and Olson, the well-known retailers and growers, of Saint Paul, Minn., says of "**Sensation Cosmos**" "It is a dandy. Much larger than any cosmos we see later in the season. We have found them good sellers and believe it is quite a big acquisition to the cutflower trade."



New Cosmos "Sensation"

This Mammoth Flowering Cosmos provides a profitable Cut Flower during the early summer.

Supply of seed limited. Order early. Pink and white mixed.

Tr. Pkt. (25 seeds).....75c

A MOST VALUABLE NEW INTRODUCTION BODGER'S COSMOS KLONDYKE "ORANGE FLARE"

Awarded Gold Medal by the "All-America" Council, 1934

See colored illustration on back cover.



New Cineraria Multiflora
"Early Market"

In full flower less than four months from time of planting. A mass of color all season. Vivid orange, free flowering. Provides exceptional cut flowers. We highly recommend this new early flowering Cosmos.

The Florists' Exchange reporting exhibits at the Chicago Century of Progress, states as follows:

"A very new flower that creates a good deal of interest is the recent introduction of Bodger's—Cosmos Orange Flare. It was the first prize winner in the All-American trials for 1935. A planting of this new flower, with its brilliant orange coloring excites the interest of all the visitors, many of them not believing it is a Cosmos."

Tr. Pkt.....40c 1/4 oz.....60c Per oz.....\$2.25

CINERARIA MULTIFLORA NANA PRAECOX "EARLY MARKET CRIMSON" (Dark Foliage)

Flowers a fortnight earlier than any other member of the multiflora nana group. The small-leaved foliage, dark red underneath and borne on dark stems, is surmounted by large dense trusses, composed of numerous small single flowers, a shining dark crimson in color. The strong, sturdy habit of this new, early-flowering variety, makes it an excellent pot plant. Tr. Pkt.....\$1.00

See Back Cover for Colored Illustration of Cosmos "Orange Flare." This New Cosmos Attracted Unusual Attention from Visitors at the Chicago Century of Progress. A Cut Flower Par Excellence.



"Supreme" Quality



Flower Seeds



**Celosia (Coxcomb)
"Firebrand"**
Excellent for Pot Plants

**PETUNIA "WORLD BEAUTY"
IS VERY WORTH-WHILE**
(See Inside Front Cover)

NOVELTIES OF OUTSTANDING MERIT

CELOSIA—Coxcomb "Firebrand"

Grows 12 to 15 inches high in perfect pyramidal form. Carrying large blaze-like colored bloom on the top. The entire plant resembles a number of blazing fire flames. A real novelty for pots or garden show.

Tr. Pkt...35c 1/8 oz...\$1.25

CELOSIA—Coxcomb "Miracle"

Found as a sport among Plumed celosias, and developed and fixed to type by many years selection.

Grows two to three feet high without branches terminated with remarkable coxcombs of enormous size, some round, others coxcomb shape, with surface like velvet plush, others of waved or corrugated appearance.

The range of color is remarkable. Brilliant shades of red from dark crimson to scarlet, white, yellow, salmon and gold, golden pink, bronze, purple, etc. At its best, September until frost.

Mixed colors.

Tr. Pkt...35c 1/8 oz...75c

MARIGOLD "ROYAL SCOT"

Modern as the crack Scottish Railway train The Royal Scot from which it borrowed its name, this marigold is the most striking yet introduced. The large well formed double flowers are produced in abundance on plants from 24 to 30 inches in height. The color is a charming combination of mahogany and gold symmetrical stripes which radiate from the center of the flower. We feel confident that Royal Scot will be welcomed by florists and home gardeners alike. Tr. Pkt...25c 1/8 oz...35c Per oz...\$1.50

MARIGOLD (Tagetes) "YELLOW SUPREME"

A Fitting Companion to That Great Cut Flower "Guinea Gold"

Awarded Gold Medal by the "All-America" Council, 1934

Large, fluffy, Carnation-flowered blooms (Many three inches across).

Dazzling lemon-yellow color.

Mild honey fragrance.

Long-standing cut-flower.

Ideal exhibition variety.

Practically odorless foliage.

Healthy, free branching plant.

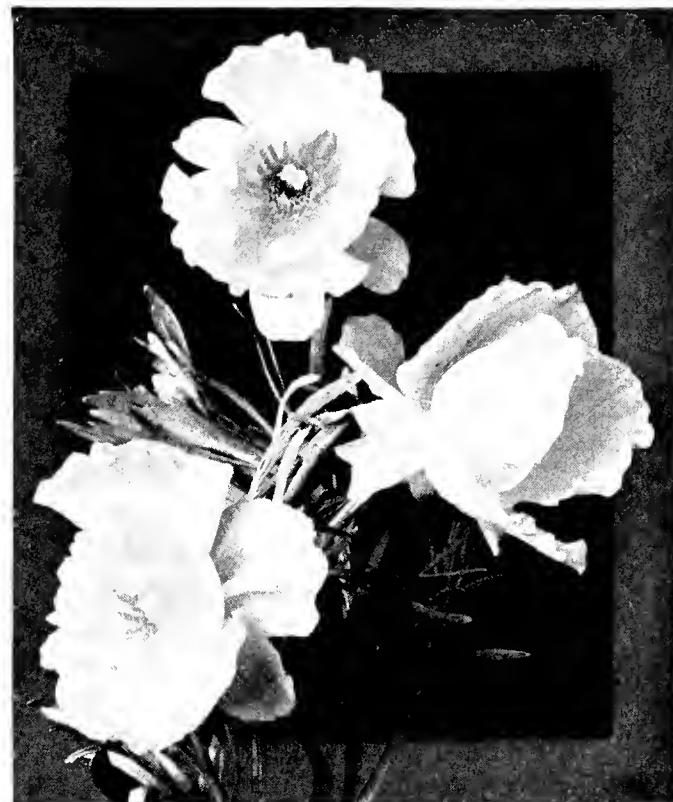
Fixed color and type.

Profuse, quite early blooming.

When "Guinea Gold" orange flowered type of the above was offered to the trade it created somewhat of a sensation in the various cut flower markets.

We predict a like reception for the above new lemon colored variety.

Tr. Pkt...50c 1/4 oz...75c Oz...\$2.50



Hunnemannia Semi-Double Sunlite

HUNNEMANNIA—SUNLITE

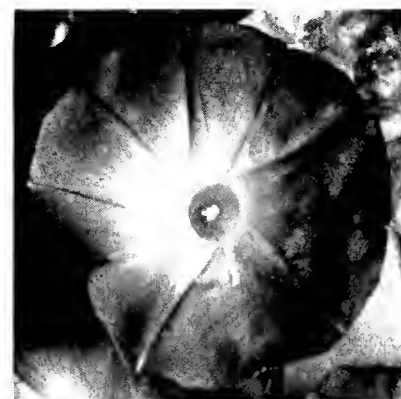
Sunlite is a double flowered poppy which is different. Its extra band of petals is produced on the outside instead of the inside of the tulip shaped flowers, making them appear open at all times. The flowers are a bright canary yellow on a bush of light gray green, and they like a sunny position in a well drained border.

Tr. Pkt...25c 1/8 oz...35c Per oz...\$2.00

IPOMEA (Moonflower)

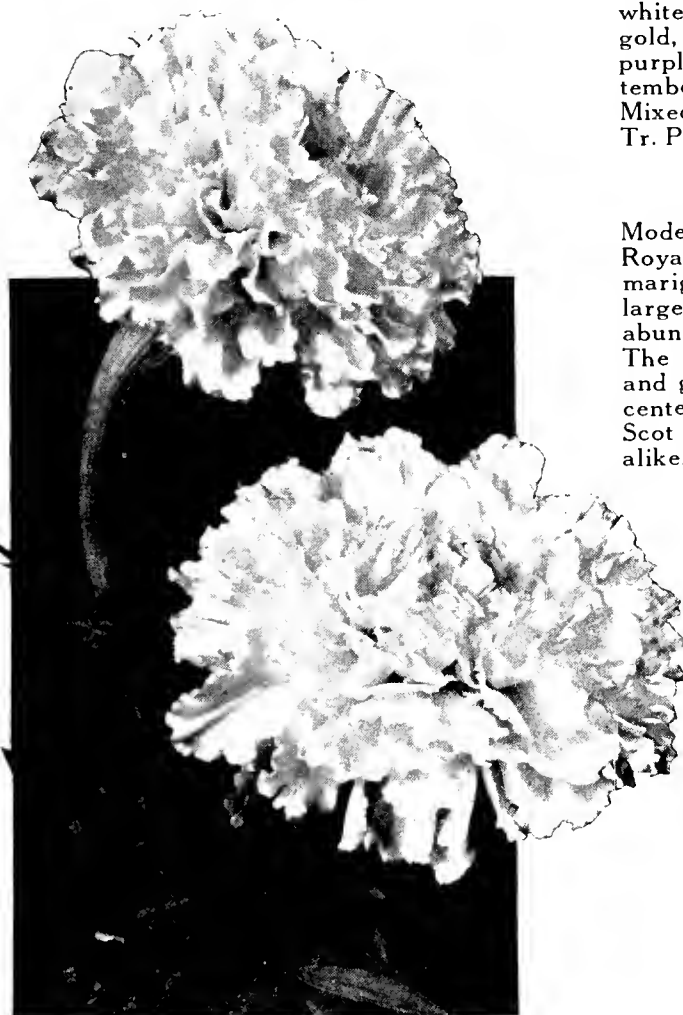
One of the most admired flowering vines at the Chicago Century of Progress the past season. H. B. Hudson, who had charge of the Vaughan booth at the Fair, stated that they sold more seed for the Morning Glory Heavenly Blue than anything else. This climber made a beautiful showing on the back wall of the Horticultural Building.

Tr. Pkt...25c Per oz...\$1.00



Ipomea (Moon Flower)

Improved Heavenly Blue
A Much Admired Flowering
Vine at the Chicago Century
of Progress, 1934.



"Yellow Supreme" Marigold
A Worth-While Companion to the Now
Famous Orange "Guinea Gold" and
a Valuable Cut-Flower Item

"WILT RESISTANT" ASTERS ARE RECOMMENDED IN PREFERENCE TO ALL OTHER STRAINS



"Supreme" Quality



Flower Seeds



New Petunia "Gaiety"
Companion to "Lace Veil" and "Setting Sun"

NEW PETUNIA "GAIIETY"

European Specialist Grower's Description (Note: This particular grower has originated many of the choicest varieties of Petunias that are now in commerce):

Year by year the value of the large flowering dwarf Petunias for beds, borders, window boxes, etc., is more fully realized. A beautiful rose and white variety "Gaiety" has now joined the other fringed members of this group, the brilliant rose "Setting Sun" and the bright amaranth red "Gottfried Michaelis." The bushy plants about 1 foot high are thickly covered with flowers measuring about 2½ inches across. The finely fringed and sometimes waved edges of these flowers give the impression of a dainty lace gown. Tr. Pkt. . . . 50c

Novelties of the Highest Merit

PETUNIA "WORLD BEAUTY"

Illustrated on
Inside Front
Cover.

Provides an
Ideal Pot Plant.

Also very
desirable for
bedding.



New Petunia "Martha Washington"

NEW PETUNIA RUFFLED NANA COMPACTA "MARTHA WASHINGTON"

(Given an Award of Merit by the "All-America" Council, 1934)

A new break in Petunias. Martha Washington is a ruffled or frilled nana compacta. Its growth is about nine inches high and it forms a perfect ball effect, literally smothered with lovely frilled blooms about three inches in diameter. Its neat, compact habit has never before been seen in Petunias.

The color is quite remarkable. The frilled portion of the flower is a beautiful blush pink and the center portion is strongly veined a rich wine red deepening in the throat, to dark violet, the whole forming a striking contrast of colors. The veining is so unique that the blooms resemble a pelargonium. It comes 100% true to color and habit and is suitable for borders, bedding, pots or window boxes. This is a unique novelty in a Petunia.

Tr. Pkt. 75c 1/32 oz. \$2.00

NEW DOUBLE FLOWERING PRIMULA OBCONICA "PORTLAND BEAUTY"

(See Illustration at Left)

A double flowering Primula Obconica has been long sought for by plant specialists and we are glad to say that such has now been accomplished by an American grower. Ernst Eriksson of Riverside, Ill., and J. Sylvester of Oconto, Wis., both high class pot-plant growers, tell us that this new Primula has a great future. Shades of dark pink, lavender pink, and rose pink mixed. Since same seeds sparsely and the supply is limited, early orders will have first call.

Tr. Pkt. (About 500 seeds) \$1.50

Excerpt from The Florists' Exchange, 1934.

A STARTLING NEW PRIMULA, "DAZZLER"

"From Hurst & Son, seed merchants and growers of London, England, comes a preliminary announcement of what they call a 'really startling novelty in flower seeds.' It is a Chinese Primrose (Primula Sinensis Fimbriata) which the firm has named Dazzler in recognition of its striking and unusual color; 'orange red, as seen in the setting sun' is suggested as the only term that accurately describes it. Unfortunately the excellent photograph reproduced herewith does justice only to the excellent form and free flowering quality of the plant. It is claimed that a well-grown specimen will carry well over 20 flowers open at one time; also that while handsome under all circumstances, the blossoms are especially effective under artificial light." Tr. Pkt. \$1.00



New Chinese Primrose "Dazzler"



New Double Flowered Primula Obconica
"Portland Beauty"
Provides a Very Worth-While Pot Plant

NEW LIGHT PINK CARNATION "UNCLE DICK" IS HIGHLY RECOMMENDED



"Supreme" Quality



Flower Seeds



New Cut Flower Rudbeckia "Kelvedon Star"

NEW COLUMN STOCK

(Non-Branching)

"DEEP-ROSE"

We are glad to say that we have been successful in obtaining one of the most popular colors in the Column group, a deep brilliant rose. This is a magnificent stock, producing one giant spike of bloom resembling a glorified Hyacinth. The plant grows the same height as the popular Silvery Lilac or Lilac Lavender and is a good companion to them. The florets are from two inches to two and a half inches in diameter and the spikes have as many as forty florets when in full bloom.

This is a wonderful Stock, of popular color and the strain, produces fully 75% doubles.

Tr. Pkt.....75c 1/8 oz.....\$3.50



New Salvia Splendens "Coral"

Novelties of the Highest Merit

RUDBECKIA "KELVEDON STAR"

A New and Valuable Annual

A perfect long-stemmed flower for cutting—a sturdy and floriferous plant for bedding.

That, briefly, is our introduction to this new strain of Rudbeckia, and with confidence we recommend it. The flowers vary both in form and coloring, but all have dark brown central discs, surrounded by a shining mahogany zone, on petals of deep golden.

Sowings should be made in February or March and seedlings planted out during second week of April and early May.

Rudbeckia "Kelvedon Star" is a half hardy annual and a rampant grower; reaches 3 feet in height, and should be planted 18 inches apart, with 2 feet between rows; by June it will fill in the bed and flower till cut down by frost.

Tr. Pkt.50c

NEW SALVIA SPLENDENS

"CORAL"

A new dwarf large flowered Salvia Splendens which commences blooming in July from early sowing in heat. Plants compact and literally covered with long spikes of beautiful coral pink flowers. Produces a very striking effect in beds. Height 15 inches.

Tr. Pkt.75c

NEW SALVIA "PURPLE PRINCE"

Beautiful purple shade. Exceptional for bordering yellow cannas. Blooms in July from early sowing in heat.

Tr. Pkt... 50c 1/4 oz...85c .. Oz...\$3.00

SCHIZANTHUS

Sutton's Pansy-flowered (Danbury Park Strain.)

The following is Sutton's (England) description: "This new type of Schizanthus, which we had the pleasure of introducing in 1932, has become very popular. The large smooth-edged Pansy-flowered blooms are remarkably substantial, while the rich self-colours in all shades of pink, crimson, mauve, and purple, as well as white, are extremely bright and attractive. The plants included in our Exhibit at the Chelsea Show in May last were very much admired; for this display we were awarded the Sherwood Cup for the Most Meritorious Exhibit in the Show, and the Royal Horticultural Society's Gold Medal."

Price (Sutton's Original Packets) Each.\$1.00



New Column Stock
"Deep Rose"

EARLY MAMMOTH FLOWERING COSMOS "SENSATION," A GRAND CUT FLOWER ACQUISITION



"Supreme" Quality



Flower Seeds



Novelties of Outstanding Merit

SCABIOSA

Tall Double
"Blue Cockade"

Award of Merit Royal
Horticultural Society,
England

One of the very few Annual Scabious that have secured an Award of Merit. This outstanding Novelty is deeper than **Azure Fairy** in color, but the flowers are entirely devoid of any suggestion of rose. They are, in fact, the purest deep azure blue that can be found in any Annual. The formation of the flower is far ahead of existing varieties, and has so great a depth as to be almost conical in shape.

An excellent cut flower, being strong-stemmed and free-flowering—a good plant for general purposes. Half hardy annual. Height, three feet.

Tr. Pkt.50c

TAGETES SIGNATA PUMILA "LITTLE GIANT"

We are proud to offer "Little Giant" as the highest development yet attained of this pretty little Marigold, with slender fernlike foliage and an abundance of dainty, single, golden orange flowers on plants which are only four to six inches high with a spread of eight to ten inches.

At the Chicago Century of Progress a bed of "Verbena Venosa" bordered with the above "Little Giant" tagetes created no end of favorable comment.

Tr. Pkt.35c

Supply of Seed is
Limited this Year



New Double "Sweet Wivelsfield" Provides
Fragrant Cut Flowers and Desirable for
Rock Gardens

NEW DOUBLE SWEET WIVELSFIELD

A sensational plant—a great improvement on the original Sweet Wivelsfield, which proved such an enormous success when sent out by us some four years ago.

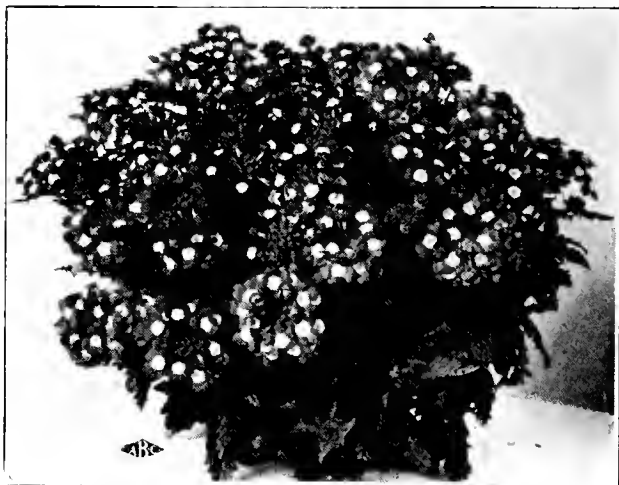
Double Sweet Wivelsfield is a bold, full flower of widely varying shades of color, from Scarlet to Pink. The flowers last much longer in the beds and also as a cut flower it is very worthwhile. Growers in England are greatly impressed, and it will undoubtedly be one of the best selling novelties for 1935. Tr. Pkt.50c

NEW CHRYSANTHEMUM FLOWERED ZINNIA "FANTASY"

Given an award of merit by the "All America" Council, 1934.

The strikingly attractive and beautiful flowers are three inches in diameter in the brilliant colors of the improved large flowering sorts. (See Zinnia pages in this book for illustration and complete description.

Tr. Pkt. . . .50c 1/4 oz. . . .75c Oz. . . . \$2.50



New Verbena "Violet Bouquet"



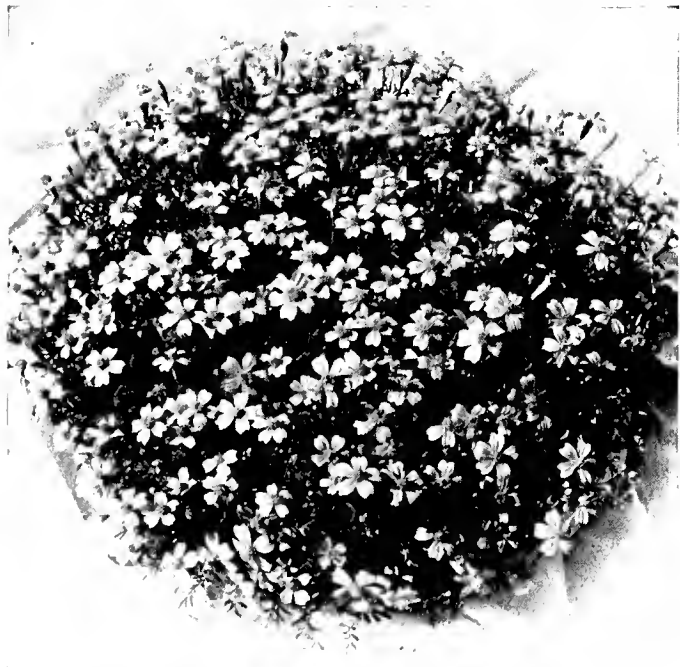
New Scabiosa "Blue Cockade"

NEW VERBENA (Nana Erecta) "VIOLET BOUQUET"

A new Nana Erecta Verbena which will make a charming companion to Fireball. The plant is eight inches high and eight inches in diameter. The color of the flower when it first opens is a deep violet tinged with garnet, changing to deep violet as the flower gets older. The eye is cream making a rich color combination. The diameter of the flower head is two and one-half to three inches and the individual florets are three-fourths inch in diameter.

This charming New Verbena has a very long blooming season and is strictly nana erecta type. It is very symmetrical in appearance and has from twenty to thirty trusses of flowers blooming at the same time.

Tr. Pkt.35c 1/8 oz.75c 1/4 oz. \$1.35



Tagetes Signata Pumila "Little Giant"

Special 5% Discount on All Orders for Flower and Vegetable Seeds When Accompanied by Cash



"Supreme" Quality



Flower Seeds



RECENT INTRODUCTIONS AND SPECIALTIES

AGERATUM "BLUE CAP"

Undoubtedly the best dwarf Ageratum yet offered. The flowers are much larger than those of Little Blue Star and of a deeper and richer color. The foliage is small and the plants have the appearance of miniature domes so that it is quite the beau ideal for edgings to flower borders.

Tr. Pkt.....25c 1/4 oz.....60c Oz.....\$2.00

NEW ASTER "LOS ANGELES"

Characterized by the long, heavy stems and large fully double flowers so in demand by florists.

The color is an exquisite shade of pure shell pink. The flowers are borne singly on long non-lateral stems, which require no disbudding.

Among the many fine novelties in Asters that it has been our privilege to offer to the trade, we regard this as one of the most outstanding introductions of the decade, and predict a bright future for it.

Tr. Pkt.....50c 1/4 oz.....\$1.00 Oz.....\$3.50

NEW ASTER, NEW MAMMOTH, "SNOWDON"

This new Aster produces pure white flowers of large size, 4 to 5 inches across and of very bold and striking character, almost globe-shaped, with the upper petals imbricated, and the lower ones more curled and twisted towards the circumference. It is the fullest centered Aster that we have seen.

Tr. Pkt.50c

ASTER "HERCULES"

A NEW COLOR IN DOUBLE FLOWERED CUT FLOWER ASTERS

Bright Blue. A color seldom seen. By far the finest blue yet produced in Asters. Of this splendid mid-season type everybody will be surprised at the lovely color of which no flower establishment can do without. Tr. Pkt....35c

The New English Aquilegias Offered Below Provide Desirable Cut Flowers

AGUILEGIAS (Perennials)

NEW AGUILEGIAS OF THE HIGHEST MERIT

Pearson's English Strains (True Long Spurred)

Pink Shades. Contains only shades of rich coral pink; very true.

Tr. Pkt.....50c 1/4 oz.....\$1.25 Oz.....\$4.00

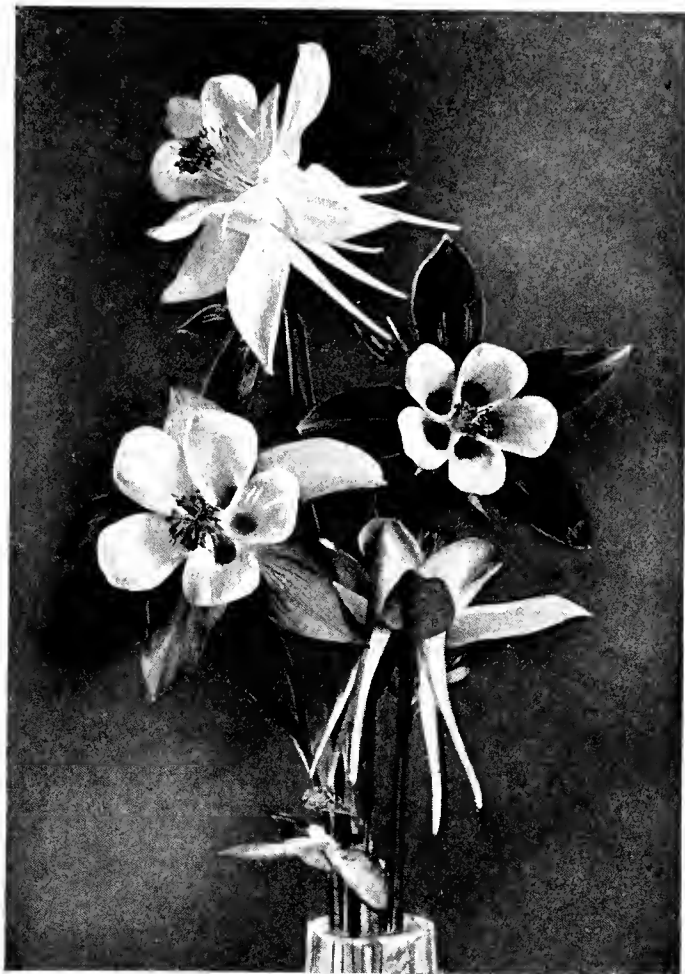
Blue Shades. Exceptional. Tr. Pkt.....50c 1/4 oz.....\$1.25 Oz.....\$4.00

Lowdham Mixture. Tr. Pkt.....35c Oz.....\$2.50

Dobbies Imperial Hybrids. Tr. Pkt.....35c Oz.....\$4.00

Crimson Star. Richest crimson with white Petals.

Tr. Pkt.....75c 1/4 oz.....\$2.75



Aquilegia (Columbine) Pearson's Long-Spurred Strains.

We believe this to be the best strain of Aquilegias in existence.

AMARANTHUS

Stately annuals with showy, brilliant colored foliage.

Molten Fire. Finest and showiest of all Amaranthus with bronze foliage crowned with a head of glowing fiery scarlet. Introduced by the late Luther Burbank. Truly a most outstanding ornamental plant. Tr. Pkt.....50c 1/4 oz.....\$1.00

NEW ASTER "COVENT GARDEN WHITE"

The flowers are of enormous size, larger than "Giants of California" and very double.

"Covent Garden White" is an ideal florist's variety. It is about a fortnight earlier than "Giants of California."

Tr. Pkt.....35c 3 Tr. Pkts.....\$1.00

SURPRISE ASTER "GOLDEN SALMON"

Pure salmon-yellow, becoming a brilliant salmon-rose when full grown. Flowers measure 3 inches across and will remain fresh for two weeks after cutting. Blooms resemble Paeony flowering types, begin to bloom in July and continue until late fall.

Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25

ASTER SUBCOERULEUS—Wartburg Star (Perennial)

A new giant-flowering race of these popular single-flowered Spring Asters. The bright lavender-blue marguerites with yellow centers measuring more than 4 inches across, are borne on stalks 28 inches long. Used alone or with white marguerites and Gaillardias in flower at the same time, this giant light blue Aster is extraordinarily effective for vases and table decorations, etc., and is especially acceptable during the end of May and June, when other long stalked cutting flowers are scarce. Tr. Pkt.....35c

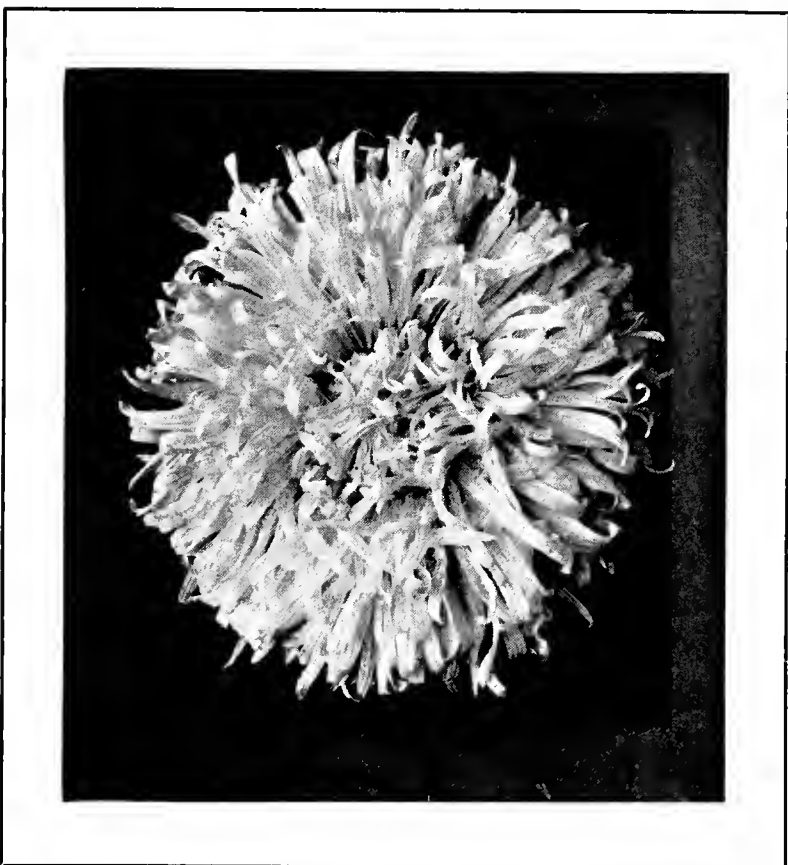
ASTER (Improved) IMBRICATED POMPON

These small Pompon Asters have the past few years had great vogue with California growers and the past season were introduced to Eastern retailers with the result that they are now generally acceptable and highly thought of as cut flowers.

Fiery Scarlet, Light Blue, Rose, Violet, White.

Each of above: Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.75

Mixed. Tr. Pkt.....25c 1/4 oz.....45c Oz.....\$1.60



Aster, New Super Giant "Los Angeles"
(One-half natural size)

A. B. C. "DE-LUXE" PANSIES WILL SATISFY YOUR CRITICAL TRADE



Aster, Improved New Giant California Sunshine
(About one-half natural size.)

BEGONIA "ENCHANTRESS"

A new Begonia of great value to the florist. Of compact growing habit; pale green foliage; flowers large and of bright pink color. Unusually free flowering. Tr. Pkt. 75c

BEGONIA GRACILIS LUMINOSA COMPACTA

This is the first dwarf variety of the gracilis type. The plants grow only 5 inches high and produce a large number of thin stems. They are remarkable for their extremely regular growth and for a marvelous richness of blooms, such as is not attained by any other variety. From the middle of July onwards the small dark brown foliage is hidden by the mass of medium sized bright scarlet blossoms. This new variety, coming true from seed, is very useful for beds, borders, edgings and also as pot plants. Tr. Pkt. 50c

BEGONIA SEMPERFLORENS "LIGHTNING"

"Lightning" is the darkest and most brilliant of all known red semperflorens and gracilis varieties. The remarkably large buds, measuring as much as an inch across, which form loose bunches of 10 or 12, are a deep blood red and the flowers, 2 by 1 inches, a deep carmine scarlet. Tr. Pkt. 50c

CALLIOPSIS (Coreopsis) "MAYFIELD GIANT"

This very fine perennial Calliopsis, of Australian origin, is a considerable advance on any strain yet introduced of this highly ornamental and very useful flower. It produces a taller and more vigorous plant than the type, with longer and firmer stems and larger individual blooms, of which the ray petals are broader and form a more perfect corolla. The color is the same familiar yellow, if anything a shade more intense. Both for the border and for cutting we can strongly recommend this excellent new strain. Tr. Pkt. 35c
1/4 oz. 85c Oz. \$2.50

RECENT INTRODUCTIONS AND SPECIALTIES

SINGLE ASTERS "SOUTHCOTE BEAUTY"

These beautiful single Asters found the greatest favor in the Chicago market the past season and can be highly recommended from a cut flower standpoint. Produced on stems, 18 to 24 inches long, flowers are of large size and extremely lasting.

Light Blue, Dark Blue, Rose, Scarlet or White.

Each of above.

Tr. Pkt. 25c

Oz. \$1.25

Mixed. Tr. Pkt. 20c

Oz. \$1.00

ASTER IMPROVED NEW GIANT CALIFORNIA "SUNSHINE"

Aster Giant California Sunshine, originated by Howard & Smith, of Los Angeles, undoubtedly is the finest cut flower Aster novelty introduced for many years. It is a cross between California Giant and the dwarf Sunshine Aster. Plants of this new race grow three feet high and bear blossoms on long stems, making them fine for cutting. Individual blooms are enormous, four and five inches across. In color the lovely dual-tone effect is wonderful, with disk a lovely light yellow and the encircling guard petals varying shades of pink, apple blossom, deep rose, blue and lavender, producing most beautiful color contrasts.

One will be at once impressed and delighted with the striking beauty of this new Aster. The flowers exhibit all the grace and beauty of the single Aster, greatly enhanced by a cushion center of tiny quills of a contrasting color. The delicate beauty and high value of this Aster is hard to describe.

PURE WHITE, PINK, LAVENDER, BLUE, OR PURPLE.

Tr. Pkt. 50c

1/4 oz. \$1.25

Oz. \$4.00

Mixed Colors. Tr. Pkt. 40c

1/4 oz. 85c

Oz. \$2.50

CALCEOLARIA HYBRIDA—"Multiflora Nana"

(See illustration below.)

Modern fashion often prefers small and richly flowering plants to those with larger blooms—Cineraria Nana Multiflora swept all before it and there is no reason why Calceolaria Multiflora should not do likewise. The average size of the blooms is only 1 1/2 inches, but the amount of flowers produced is unsurpassed. The color scheme is extraordinarily gay and full of contrast. The yellow shades—lemon, gold, orange are adorned with fine brown spots; the brown, orange-copper, copper-brown, copper-scarlet, crimson, scarlet are very striking. An assorted group of these shades is most effective, while a single specimen, 10 to 12 inches high, makes an ideal market plant.

Tr. Pkt. \$1.00

"Multiflora Nana" Maxima

Dwarf Large Flowering Mixed.

Tr. Pkt. \$1.00

3 Tr. Pkts. \$2.50



Calceolaria Hybrid—"Multiflora Nana"

This dwarf small flowered strain is now in the greatest favor—Provides ready selling pot plants.

Delphinium Seed Sown Under Glass in January or February and Transplanted Outdoors in the Spring Will Bloom in July and August



"Supreme" Quality



Flower Seeds



RECENT INTRODUCTIONS AND SPECIALTIES

NEW CALCEOLARIA MULTIFLORA NANA "GOLDEN TIGER"

The profuse, tiny flowered *Calceolaria hybrida multiflora nana* splendid mixed introduced two years ago, very quickly came to the fore on account of its many excellent qualities. The demand for separate colors from this brilliant and gaily colored mixture has been fulfilled by "Golden Tiger." Bright golden yellow flowers with dark brownish red dots are spread in plenty above the foliage. This variety is of very lively appearance; possessing at the same time all the qualities of *C. hybrida multiflora nana*. Owing to the masses of small, substantial blooms on a single plant, 10 to 12 inches high, this *Calceolaria* may be put to various uses. Tr. Pkt.....\$1.00 3 Tr. Pkts.....\$2.50

NEW CELOSIA "PLUMOSA SUPERBA"

The highest bred strain of *Celosias* in the world, the result of 30 years of careful and continued selection. The most beautiful and showy of annuals. Great fluffy plumes of the most brilliant colors. A never fading flower which continues to increase in beauty until killed by frost. Tr. Pkt.....35c 1/8 oz.....\$1.00 1/4 oz.....\$1.75

CHRYSANTHEMUM

CORONARIUM SINGLE "GOLDEN GLORY"

Hardy annual. Height 3 feet. Large perfectly formed flowers measuring 3 to 4 inches across, of deep canary yellow, produced on two-foot stems. Such a plant must find favor with everyone, for it is very free flowering and makes an ideal cut flower. The attractiveness of *Golden Glory* is further increased in that the central disc is the same color as the petals. Tr. Pkt.....35c Oz.....\$1.00

CHRYSANTHEMUM TRICOLOR "WHITE QUEEN"

A pure white form of the *Carinatum* (Tricolor) type, this variety carries, instead of the crimson zone of *Carinatum* type, an almost invisible band of pale lemon. A novelty that should prove popular as a cut flower, for many market growers have placed orders for seed with us after seeing our beds. Tr. Pkt.....35c



Calceolaria Multiflora Nana
"Golden Tiger"

OSTRICH-PLUME CELOSIA, HEATHERDELL (Annual)

Great trusses of elegantly feathered and handsomely interlaced plumes, so strikingly beautiful that they compel immediate and lasting admiration whether you grow them outdoors or in pots. This exceptional new variety made quite a "hit" in the New York cut flower market and the Century of Progress Exposition, Chicago, in 1933, especially as a pot plant. Much appreciated as a cut flower, too. Red and pink or yellow shades. Also "henna" colors. Tr. Pkt.....50c

CREMER'S PRIZE CINERARIAS

(Excerpt from *The Florists' Review*, April 27, 1933)

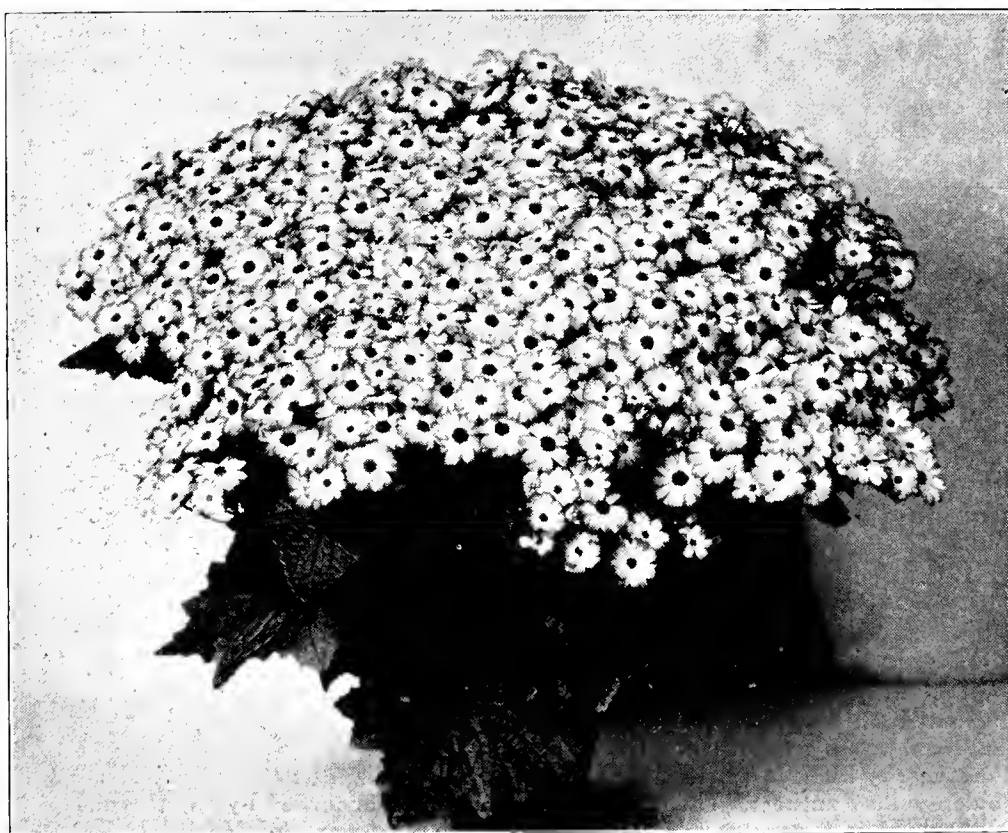
"For seven years F. E. Cremer, Hanover, Pa., has been developing an improved strain of cinerarias, a specimen plant of which is shown in an accompanying illustration. The plant is in a 7-inch pot. That the strain is a superior one is indicated by the fact that Mr. Cremer has been awarded the first prize for his cinerarias for the past three years at the Philadelphia flower show. In addition to that, some plants shown at a recent meeting of the New York Florists' Club by Mr. Cremer received a certificate of merit.

The petals in most of the blooms of this strain are wide, numerous and overlap well to form attractive heads. The plants can be finished in smaller pots, too, making extremely shapely specimens covered with masses of blooms."

The old large "Pumpkin Leaf" has been entirely eliminated and is now practically wilt proof.

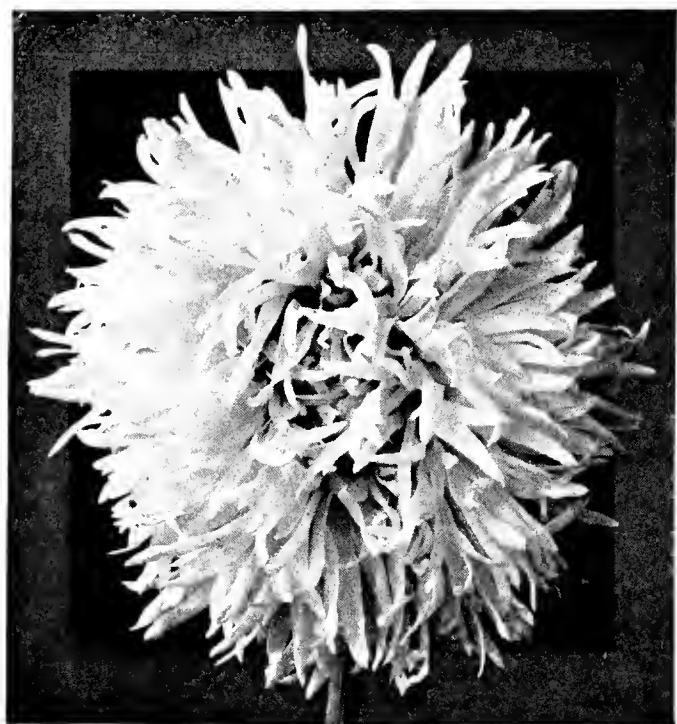
New crop seed, ready now.

Prices: Tr. Pkt.....\$1.50
1/32 oz.....\$4.50 1/16 oz.....\$8.00



Specimen 7-inch Pot of Cremer's First-Prize Cinerarias
A Most Valuable New Introduction

BLACKMORE AND LANGDON DELPHINIUMS ARE IN A CLASS BY THEMSELVES



Shasta Daisy New Giant Double White

GAILLARDIA GRANDIFLORA
"TORCHLIGHT" (Perennial)

The flowers are golden yellow with a rich maroon red center and often measure as much as 5 inches across. Both for the border and for cutting this new Gaillardia will be found of the greatest value. Tr. Pkt.35c

GAILLARDIA GRANDIFLORA—
"Burgundy" (Perennial)

The shining wine-red blooms (about 2½ inches in diameter) are produced liberally on long stems by the bushy plants 2½ feet high. They flower from June until the autumn and if sown in March blooms will appear the same year; an autumn sowing produces abundantly flowering plants next summer. 60 to 70 per cent pure red flowering plants can be counted on. Burgundy Gaillardia is most effective both in the perennial borders and when cut. "Burgundy" is a most agreeable addition to the Gaillardia family. Tr. Pkt.35c

HOLLYHOCK—DOUBLE "IMPERATOR"

The coloring includes various tints of great beauty, such as cerise-salmon with center of cream reflecting rose; delicate pink with center of rose flushed yellow; light yellow flushed rose with canary yellow center; but there are many other charming combinations of different tints. The plant branches from the base, forming a majestic clump, and the lateral stems can be utilized in vases for decorative purposes. This splendid new Hollyhock can be relied on to come quite 80 per cent true from seed. Tr. Pkt.50c Oz.\$1.75

MECONOPSIS BETONICIFOLIA "BAILEY"

One of the finest introductions of recent years. This beautiful blue perennial Poppy, brought over from Tibet by Captain Kingdom Ward, throws up from its root-stock half a dozen leafy stems, 3 to 5 ft. high, well furnished with broad seagreen leaves and bearing freely at their heads large 4-petalled blooms of a glorious sky-blue color, the effect of which is enhanced by a central zone of golden-yellow anthers. This superb plant has been accorded by the Royal Horticultural Society a First Class Certificate and an Award of Merit. It is hardy and should soon become one of the most popular plants in cultivation. Tr. Pkt.50c

OUR GLADIOLUS STOCKS HAVE BEEN PRODUCED FROM YOUNG CORMS, AND IN CONSEQUENCE ARE DEPENDABLE

RECENT INTRODUCTIONS AND SPECIALTIES

DAHLIAS FROM SEED

"COLTNESS HYBRIDS"

Produce a mass of flowers on bushy plants about two feet high throughout the entire season. The colors range from pure white through all shades of orange, pink, etc., with a large percentage of flowers semi-double, blooming a few months after seed sowing. Useful for cutting, as the stems are long and stiff, the flower being held perfectly erect. Tr. Pkt.35c
¼ oz.\$1.00 Oz.\$3.50

DIENER'S NEW GIANT WHITE DOUBLE SHASTA DAISY

(See illustration opposite.)
The flowers average five inches in diameter on long, wiry, straight stems. They are perennial and hardy and are very free flowering over a period of several months. It is amazing how closely these daisies resemble giant Asters, and in localities where Asters cannot be raised due to diseases, they will replace Asters. Seedlings will flower five months after sowing. Package. .25c
¼ oz.\$4.00 ¼ oz.\$7.50 Oz.\$25.00

DELPHINIUM (Hardy Larkspur)

Blackmore & Langdon's Hybrids. The "last word" in Delphinium mixtures. (Direct from originators.) Tr. Pkt.\$1.00
¼ oz.\$2.00 Oz.\$7.00

DELPHINIUMS in "prize" named varieties

SPECIAL NOTE: We have recently imported from Blackmore & Langdon (England) a large collection of their choicest named varieties in various colors and shades. Each variety in separate package and containing not less than 100 seeds, which we offer at \$1.25 per package or 5 varieties for \$5.00. If you are desirous of producing Hardy Delphinium that will create a sensation when in bloom, allow us to make up a selection. We promise that you will be agreeably surprised with the results obtained from same. (See inside back cover for particulars.)

EXACUM AFFINE

Provides a most useful pot plant. Numerous small light mauve flowers with golden yellow stamens contrast wonderfully with the light green leaves. Seed sown January or February flower in June and continue uninterruptedly until the autumn. To obtain the best results, plant two plants in each pot. Rich soil of leaf mould and turfy loam in equal parts with some sand added is most suitable for its cultivation, which from the end of March must be carried out either in a cold frame or a well ventilated greenhouse with the minimum of shade. Exacum Affine is a fragrant and charming indoor plant. As a cheap market plant, it is worthy of notice. Tr. Pkt.50c

FUCHSIA HYBRIDA

Double Dwarf Early Flowering Mixed

The seeds have been gathered from compact, early, richly flowering varieties which have been crossed with one another. Seed sown in January or February will flower at the end of June and continue until the autumn. The plants produce from 85 to 90 per cent double blooms with white, lilac, pink, light and dark blue corollas. Raising these Fuchsias from seed gives very good results and is to be highly recommended. Tr. Pkt.50c



Double Early Dwarf Fuchsia



"Supreme" Quality



Flower Seeds



Recent Introductions and Specialties

BODGER'S (Originator's) DOUBLE "GLEAM" NASTURTIUMS

(See back cover for colored illustration.)

Valuable as midwinter cut flowers. Use raised beds and a carnation house temperature.

Golden Gleam. The original golden yellow. 1/2 oz. 20c
1 oz. 30c 1/4 lb. 50c 1 lb. \$1.50

Scarlet Gleam. A dazzling color. 1/4 oz. 50c
1/2 oz. 95c 1 oz. \$1.85

Gleam Hybrids. A remarkably wide range of rich colors. We especially suggest this mixture and we feel sure that no retail grower can afford to be without it.

1/4 oz. 50c 1/2 oz. 80c 1 oz. \$1.50

"ENGELMANN'S SPECIAL MIXED" PANSY

The Special strain is the old Scottish Show type, reselected to a strain of immense well formed flowers. The colors are mostly bronze and reddish shades, with some yellow edged ones. The plants are compact and early flowering, very vigorous in growth. Mixed with A. B. C. "DeLuxe" Strain this provides a combination that has no comparison.

Tr. Pkt. 50c 1/4 oz. \$3.00 Oz. \$10.00

PANSY

A. B. C. "De Luxe" Mixture. If you are looking for "the unusual in pansies" and your trade will pay the price for product, here it is. We have searched the world over to find a better mixture. However, thus far we have been unable to improve on "A. B. C. DeLuxe." Tr. Pkt. \$1.00
1/8 oz. \$1.50 1/4 oz. \$2.75 Oz. \$10.00

NEW DWARF SALVIA "HARBINGER"

Plants raised from seed sown at the end of February commence to produce in profusion their long spikes of dazzling bright scarlet flowers early in June, and maintain a blaze of color until the frosts. A more magnificent article for summer bedding can hardly be imagined. The plants are dwarf and compact in habit and the strong, dark foliage forms an effective foil to the vivid hue of the flowers. We consider this one of the finest novelties of present introduction.

Tr. Pkt. 50c Oz. \$3.00

ICELAND POPPY "EL MONTE"

An enchanting tangerine orange that can be brought into flower from seed within six months. Promises to be as popular as the Gerbera, now accepted as a worthwhile novelty cut flower.

Tr. Pkt. 25c Oz. \$2.50



Iceland Poppy "El Monte"

STATICE DUMOSA (Perennial)

The finest Statice for drying.

Of great value to the florist, in fact the most valuable of all Statice. In general appearance it resembles the well known Incanna variety, which, when dried, is being imported from Germany and here used in immense quantities in wreaths and other floral work. Dumosa differs from Incanna Nana in having larger individual florets, much brighter in color, clear silvery white when dry and lavender when fresh. The branched stalks are more than twice the size of Incanna, the main stems twice as stout.

For these reasons Dumosa is a highly valuable new variety. Height, 20 inches. Perfectly hardy without protection anywhere. Tr. Pkt. 35c
1/4 oz. \$1.00 Oz. \$3.50

STATICE SINUATA

ATROCOERULEA

"KAMPF'S TALL IMPROVED"

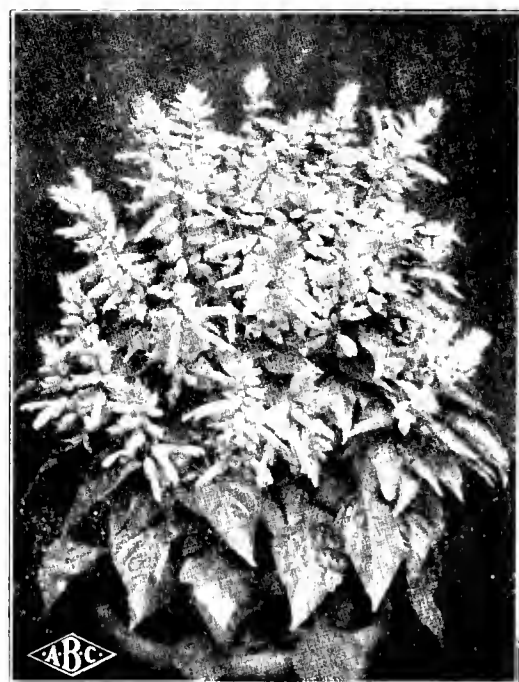
The annual varieties of Statice have been greatly improved during latter years, and, therefore, have become much more popular. It only remained to establish a tall variety producing the most valuable long-stemmed cutting flowers. "Kampf's tall improved" is unsurpassed for cutting and indoor winter decorations. It produces most brilliant, deep blue, dense blooms on stalks three feet long. Tr. Pkt. 35c



Pansy "Engelmann's Special"

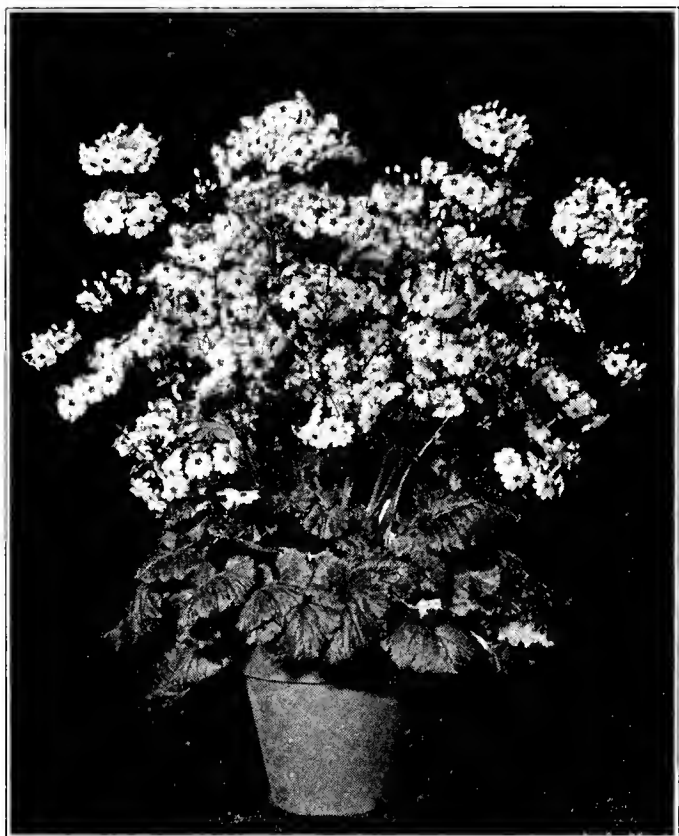
Poppy "Begonia Flowered" "CAVALCADE"

Cavalcade has the rich orange scarlet color of the single Shirley "American Legion." Brilliant and most attractive. The large flowers are full Begonia double, rich and beautiful, and they lend themselves admirably for floral arrangement. Tr. Pkt. 35c 1/4 oz. 85c



Salvia "Harbinger"

NEW PINK CARNATION "UNCLE DICK" IS HIGHLY RECOMMENDED



The New Primula Malacoides "Erikssonii"

TAGETES (Marigold) "GUINEA GOLD"

(See illustration opposite)

The color is a brilliant golden orange or California gold, the color so much in demand by florists. As a florists' cut flower, its success has been phenomenal. The absence of the characteristic marigold odor has been in its favor, as well as its excellent keeping qualities when used as a cut flower.

Tr. Pkt. . . . 35c 1/4 oz. . . . 50 Oz. . . . \$1.50 1/4 lb. . . . \$4.00

NEW VERBENA HYBRIDA GRANDIFLORA SPECTRUM RED

As its name implies, this magnificent Verbena is an intense bright red, brighter than any other Verbena yet introduced. Having absolutely no eye, the color is intensified, and its brilliance is quite dazzling. We strongly recommend this as the brightest Verbena in existence. Tr. Pkt. 50c

1/4 oz. \$1.25 Oz. \$4.00

NEW VERBENA VENOSA "LILACINA"

A new variety with delicate lavender-blue flowers has now been added to the well-known favorite purple and the silver form of Verbena Venosa. Like the original variety it is excellent for carpet bedding and borders, it grows 1 foot high. The mass of flowers which hides all the foliage shows off the color to the best advantage. Tr. Pkt. 50c

NEW DOUBLE ANNUAL WALLFLOWER "EARLY WONDER VIOLET"

Early Wonder Wallflower sown in March will flower from August until the frost comes. It is also advantageous to continue sowing at intervals of a few weeks from June to September in order to obtain a continuation of richly flowering, sweetly smelling plants in the open during autumn and winter and early spring in the greenhouse or cold frame. Thus during a season when flowers are scarce it is possible to have splendid material for pots and cutting purposes. Tr. Pkt. 50c

WE SPECIALIZE IN CARNATION AND CHRYSANTHEMUM ROOTED CUTTINGS (SEE BACK PAGE)

RECENT INTRODUCTIONS AND SPECIALTIES

PRIMULA MALACOIDES "ERIKSSONII"

Originator's True Stock—Introduced to the Trade by A. B. C.

New crop seeds now ready for delivery.

We consider this the de luxe plant novelty and do not believe any grower of pot plants can afford to be without a good supply of the different kinds offered.

Complete cultural directions compiled by Mr. Eriksson furnished free with each order.

"Wonder Baby." A most beautiful pink.

"Baby Rose." Very deep pink, some almost red.

"New Baby." Near lavender-pink, the strongest grower with the largest flowers.

The originator, Mr. Ernst Eriksson, has added, this year, a new variety to his selection. This is a real novelty (quantity limited):

"Baby Doll." A new deep pink with frilled flowers, very stiff stem, real fancy. Large lasting blooms.

Price of all of the above—

About 800 seeds. . \$1.00 About 2,000 seeds. . \$2.00 1-64 oz. . \$5.00

"Wonder Baby," "Baby Rose" and "New Baby" mixed—price as above. 2 1/4-inch plants of above will be offered in Florists' Review, July, 1935.



Tagetes (Marigold) "Guinea Gold"—an outstanding orange colored cut flower.

We also call attention to the 1935 Tagetes (Marigold) "Yellow Supreme" (See Novelty Pages in this book. A very worth-while companion to the above.)



"Supreme" Quality



Flower Seeds



ABUTILON

(Greenhouse Plant). Choice mixed varieties. Tr. Pkt.....50c

*ACHILLEA—Milfoil or Yarrow

Ptarmica "The Pearl." Double pure white, easily grown. Tr. Pkt.....35c
1/4 oz.75c Oz.....\$3.00

*ACONITUM—Monkshood

Fischeri. Deep blue.
Tr. Pkt.....25c 1/4 oz.....40c
Oz.\$1.40

ACROCLINIUM (Everlasting)

Everlasting hardy annual for cutting and winter bouquets. Tr. Pkt. Oz.
Double Rose\$0.15 \$0.30
Double White15 .30
Double Giant Mixed15 .30

*ADONIS

Tr. Pkt. Oz.
Vernalis. Bright yellow....\$0.35 \$2.50
Choice spring flowering perennial. Large yellow flowers.

*AGATHEA COELESTIS

Blue Daisy (free flowering).
Tr. Pkt.....25c 1/4 oz.....40c
Oz.\$1.25

AGERATUM

Tr. Pkt. Oz.
Blue Perfection. Dark blue.\$0.15 \$0.60
Imperial Dwarf. Blue..... .15 .50
Imperial Dwarf. White..... .15 .50
Little Blue Star. 3 in. high;
fine for bedding..... .25 2.00
(1/4 oz.....60c)
Little Dorrit. Azure blue, 6 in. .15 .60
Blue Ball. Dwarf, large flow-
ering15 .75
Blue Cap. Miniature..... .25 2.00

See Specialty Pages).

LASSEAUXII, Pink. Excep-
tional for cut flowers.....\$0.25 \$1.50

*AGROSTEMMA—Mullein Pink

Coronaria. Atrosanguinea. Deep crimson
flowers. Tr. Pkt....10c Oz....30c
Coronaria Alba. White.....\$0.10 \$0.30

ALYSSUM

Tr. Pkt. Oz.
Bouquet (Carpet of Snow).\$0.15 \$0.50
1/4 lb.\$1.50
Lilac Queen.15 .50
Little Gem. Dwarf and com-
pact (1/4 lb.....\$1.50;
1 lb.\$5.00)..... .15 .50
Sweet (Maritimum). Trailing
(1 lb.....\$2.00)10 .20
*Sexatile Compactum. Des-
irable for border or rock-
ery, producing in May, mas-
ses of broad, flat heads of
bright yellow flowers..... .15 1.00
*Silver Queen. Sulphur yel-
low35 1.75
1/4 oz.\$0.50

AMARANTHUS

Caudatus. Love Lies Bleeding.
Tr. Pkt.....10c Oz.....30c
Tricolor (Joseph's Coat).
Tr. Pkt.....10c Oz.....30c

AMARANTHUS (Continued)

Burbank's Molten Fire. An exceptional
show plant. Tr. Pkt. .35c 1/4 oz....60c
Salicifolius (Fountain Plant). Willow
leaved. Showy. Tr. Pkt...15c Oz...50c
Sunrise. Green, red and yellow foliage.
Tr. Pkt.....15c 1/4 oz.....75c

*AMPELOPSIS—Veitchi (Boston Ivy)

Oz.30c Lb.....\$3.50
Quinquifolia (Virginia Creeper).
Oz.....35c Lb.....\$4.00

ANCHUSA

Capensis (Cape Forget-Me-Not). Blue.
Tr. Pkt.15c Oz.....30c
Capensis Bluebird. Vivid indigo.
Tr. Pkt.....15c Oz.....50c
*Italica. Dropmore variety, 3 ft. Gentian
blue. Tr. Pkt.....15c Oz.....50c
*Myosotidiflora. Forget-Me-
Not blue. Tr. Pkt.....50c 1/4 oz...\$2.50

ANEMONE (Perennial)

Tuberous Rooted

Now in great favor for cut flowers.
Grown under glass for spring flowering.

Tr. Pkt. Oz.
Monarch de Caen. Mixed..\$0.50 \$4.50
De Caen. Mixed..... .50 2.50
Blue Poppy. All blue variety .50 3.50
His Excellency. All red vari-
ety50 3.50

*ANTHEMIS

Kelwayii (Hardy Marguerite). 2 ft. Daisy-
like yellow blossoms. Produced all sum-
mer. Exceptional for cutting.
Tr. Pkt.....15c Oz.....50c

See Novelty Pages in This Book for
List of New "RUST ROOF"
Snapdragons.



Antirrhinum (Snapdragon)

ANTIRRHINUM (Snapdragon) MAXIMUM (Super Giant Sorts)

This type produces the tallest of all Snapdragons, with very large flowers and a distinct range of colors. Very fine. (Not recommended for greenhouse culture.)

	Tr. Pkt.	1/4 Oz.	Per Oz.
Apple Blossom. Pink and White.....	\$0.30	\$0.75	\$2.50
Bunch of Lilac. Lilac and Mauve.....	.30	.75	2.50
Canary Bird. Yellow.....	.30	.75	2.50
Copper King. Beautiful copper color.....	.30	.75	2.50
Defiance. Brilliant scarlet.....	.30	.75	2.50
Golden Queen. Bright Yellow.....	.30	.75	2.50
Indian Chief (New). Deep Orange flushed Rose.....	.35	1.25	4.00
Maralda. Copper Carmine with Yellow eye.....	.30	.75	2.50
Old Gold.....	.30	.75	2.50
Purple King.....	.30	.75	2.50
Ruby.....	.30	.75	2.50
Snowflake. Pure White.....	.30	.75	2.50
The Rose.....	.30	.75	2.50
Wallflower. Copper Carmine.....	.30	.75	2.50
Delicate shades mixed.....	.30	.75	2.50
All colors mixed.....	.30	.75	2.50

ANTIRRHINUM (Snapdragon) MAJUS GRANDIFLORUM

New improved early flowering. This new type commences to bloom three weeks earlier than all other varieties. Height 2 1/2 feet.

	Tr. Pkt.	1/4 Oz.	Per Oz.
Soft Pink.....	\$0.25	\$0.75	\$2.00
Bright Scarlet.....	.25	.75	2.00

See Next Page for A. B. C. Special Strains
of Snapdragons for Greenhouse Forcing.

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.



"Supreme" Quality



Flower Seeds



Antirrhinum Snapdragon "White Prosperity"

A. B. C.
HEADQUARTERS

SNAPDRAGON SEED

FOR GREENHOUSE FORCING

Varieties Indicated by a Star * Are Considered the "Cream" of the
Cut Flower-Snapdragon Family

	Tr. Pkt	3 Pkts.	5 Pkts.
*Afterglow. Finest golden orange.....	\$1.00	\$2.50	\$3.50
Allman's Pink. Silvery rose-pink	1.00	2.50	3.50
Bertha Baur. The only early lavender	2.00	5.00	7.50
Burgundy Beauty. Rich coppery red	2.00	5.00	8.00
*Ceylon Court. Early yellow	1.00	2.50	3.50
Cheviot Maid. Original strain	1.00	2.00	3.00
*Cheviot Maid. Yoder strain. Light shade; very choice	1.00	2.50	3.50
*Cheviot Maid. Supreme. Deep rose; THE standard pink	1.00	2.50	3.50
*Coate's Yellow Perfection. Finest deep yellow; exceptionally good	1.50	4.00	6.50
Golden Pink Queen. As named	1.00	2.50	3.50
Happiness. Long-stemmed rose-pink ..	1.00	2.25	3.00
Helen. Salmon-rose..	1.00	2.50	3.50
Indian Summer. Velvety bronze copper	1.00	2.50	3.50
Improved Sunburst. As named	1.00	2.50	3.50
*JennieSchneider. Light rose	1.00	2.00	3.00
Kirkwood Beauty Bronze-orange	2.00	5.00	8.00
Laura. Deep rose....	1.00	2.50	3.50
Lucky Strike. White. Plant early	1.50	4.00	6.50
Milady. Murphy's new pink; free blooming..	1.00	2.50

	Tr. Pkt	3 Pkts.	5 Pkts.
*New Cincinnati. The finest light rose.....	\$1.50	\$4.00	\$6.50
Nicholson's Yellow. Choice early yellow..	1.25	3.75	6.25
Orlando. Bronze	1.00	2.50	3.50
Philadelphia Pink. Desirable pink	1.00	2.50	3.50
*Radiance. Valuable commercial rose-pink.	1.50	4.00
Roman Gold. Bright coppery yellow	1.00	2.50	3.50
*Rose Queen. Finest deep rose-pink.	1.00	2.50	3.50
Sunshine Yellow. Free bloomer	1.00	2.50	3.50
*Sun-Tan. Orange-tan; extra early.	1.00	2.50	3.50
*Terry's Surprise. Rich rose shaded orange. Very choice	1.50	4.00	6.50
*Velvet Beauty American Beauty red—early-flowering	2.00
*White Prosperity. (PierreSchneidernew.) Winter-flowering white	2.00	5.00	8.00
White Rock. White, tall50	1.25	2.00
WinterHelen. Improved Helen	1.00	2.50	3.50
Winter King. Free-flowering pink.	1.00	2.50	3.50
A.B.C. Special Florist Mixture. Recommended only for small plantings and where demand obtains for a mixture — not profitable for market production	.75	2.00	3.00

ANTIRRHINUM—Snapdragon Large Flowered, Tall

	Tr. Pkt.	Oz.
Autumn Glow. Old rose shaded terra cotta.....	\$0.25	\$1.50
Brilliant. Scarlet, yellow lip.....	.15	1.00
Brilliant Rose. Extra.....	.15	1.00
Crescia. Dark velvety red.....	.15	1.00
Evening Sky. Soft salmon-rose, yellow mouth, white throat15	1.00
Goliath. Salmon-rose, orange center.....	.25	1.25
Harmony. Rich terra cotta pink, yellow center..	.15	1.00
Kermesina Splendens. Deep wine red.....	.15	1.00
Luteum. Deep yellow.....	.15	1.00
Queen Victoria. White.....	.15	1.00
Rose Queen. Soft pink.....	.15	1.00
Cardinal. Brilliant scarlet.....	.15	1.00
Venus. Delicate pink, white throat.....	.15	1.00
Mixed. All colors.....	.15	.85

ANTIRRHINUM—"Tom Thumb" Dwarf (For pots, rock gardens and edging)

	Tr. Pkt.
Blood Red	\$0.35
Orange Yellow35
Rose35
White35
Mixed. All colors.....	.35

ANTIRRHINUM—Snapdragon Semi-Dwarf, Large Flowering

	Tr. Pkt.	Oz.
Advance. Orange-scarlet...	\$0.15	\$1.00
Black Prince. Nearly Black	.15	1.00
Canary Bird. Lemon Yellow	.15	1.00
Carmine Queen. Brilliant rose-carmine15	1.00
Climax. Orange shading to yellow in lip.....	.15	1.00
Daffodil. Pale lemon.....	.15	1.00
Defiance. Orange-scarlet...	.15	1.00
Empress. Rich velvety crimson15	1.00
Flame. Orange-scarlet....	.20	1.50
Golden Queen. Clear yellow	.15	1.00
His Excellency. Pure scarlet20	1.50
Nelrose. Coral pink.....	.15	1.00
Prima Donna. Terra cotta pink, white tube.....	.15	1.00
Queen of the North. Pure white15	1.00
Rose Eclipse. Rose pink...	.15	1.00
Tangerine. Fiery Orange..	.25	2.00
White Wonder. Best white.	.20	1.00
Mixed. All colors.....	.15	1.00

ANTIRRHINUM—Majestic Semi-Dwarf

Mammoth Flowered

	Tr. Pkt.	1/4 oz.
Avalanche. Pure white....	\$0.25	\$2.00
Dawn of Day. Pale Rose, pink and apricot.....	.20	1.50
Golden Dawn. Golden buff.	.25	1.00
Orange King. Terra cotta orange25	1.00
Red Chief. Deep scarlet...	.25	1.00
Rose Beauty. Rose pink...	.15	1.00
Rose Marie. Rich rose....	.25	1.50
Snowstorm. White.....	.25	1.00
Sunset. Terra cotta.....	.25	1.00
Twilight. Apricot.....	.25	1.00
Victory. Terra cotta, shaded apricot15	1.00
Mixed25	1.00

*ARABIS—Rock Cress

Alpina. Dwarf spring flowering perennial for edging and rockery, pure white, 12 in. Tr. Pkt.....15c Oz.....60c
Alpina Rosea. 10 in. Tr. Pkt.....15c

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.
PLANT FREELY OF TAGETES "GUINEA GOLD" AND "YELLOW SUPREME" FOR SUMMER CUT FLOWERS.



"Supreme" Quality

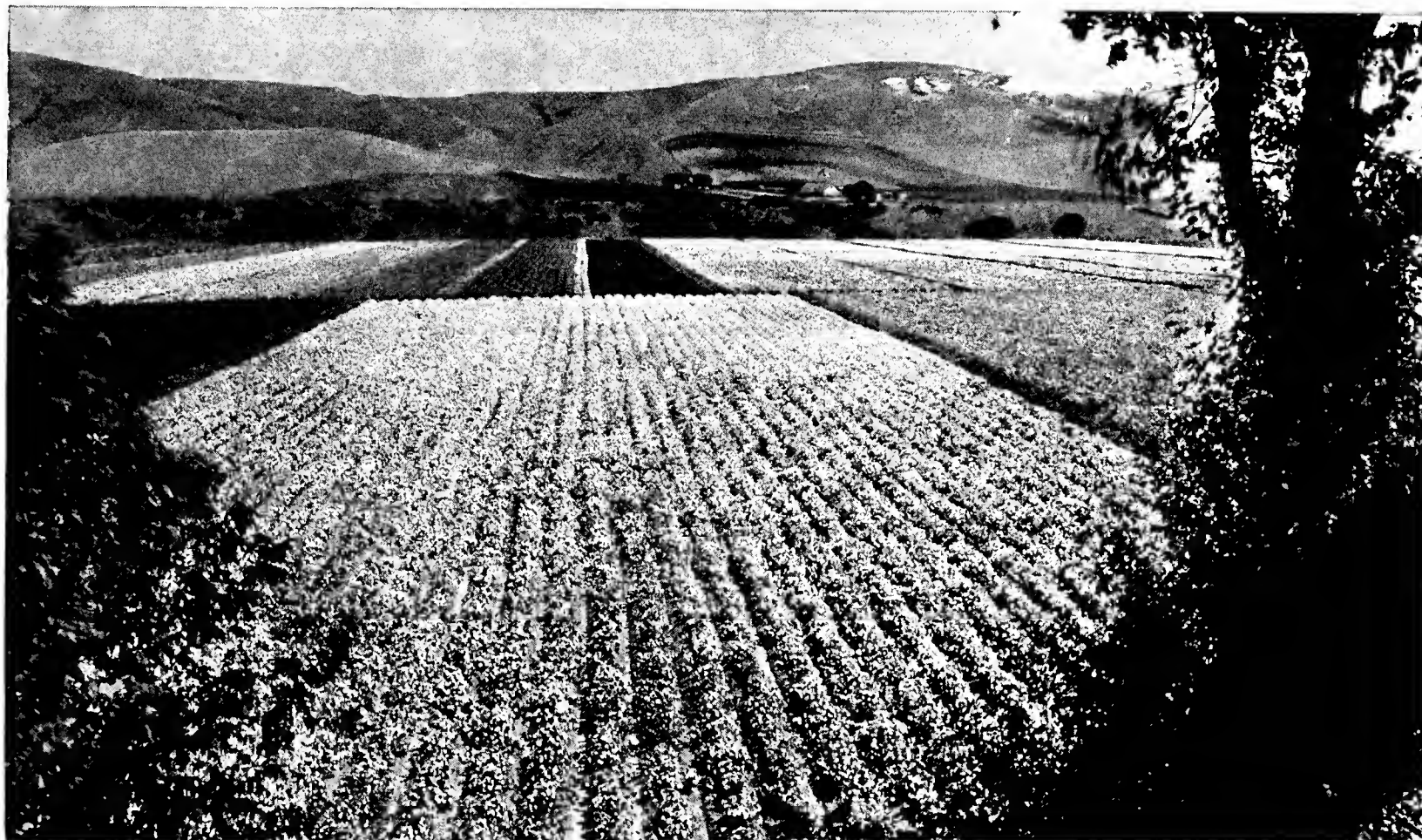


Flower Seeds



A. B. C. "Supreme" Quality Asters

BODGER'S WILT-RESISTANT STRAINS



Bodger's Famous "Wilt-Resistant" Asters, Growing Under Ideal Conditions.

Wilt-Resistant Strains of Asters have been proved the only protection against the widespread stem rot or wilt disease. The disease is caused and carried by a fungus which may attack the ordinary or non-resistant strains at any stage in their growth, while resistant Asters are able to withstand the attacks of the fungus. You cannot afford to devote space and labor to the production of weak, susceptible material. Wilt-Resistant Strains are your insurance against loss from this disease. (For more detailed description of varieties as listed below see future pages.)

American Beauty, Shell Pink
 American Beauty, Crimson
 American Branching, Azure Blue
 American Branching, Blackish Blue
 American Branching, White
 American Branching, Deep Rose
 Astermum, White
 Astermum, Lavender
 Ball, Purple
 Ball, White Early
 Ball, White Late
 Comet Branching, Dark Blue
 Comet Branching, Lavender Blue
 Comet Branching, Blush Pink
 Comet Branching, Salmon Queen
 Pleasing Shade of Salmon Rose
 Giant Branching, Phlox Pink
 Light Shade of Rose Pink
 Giant Branching, Mixed

All of the above priced at—
 Tr. Pkt. 50c 1/4 Oz. 65c
 1/2 Oz. \$1.25 Oz. \$2.00

Heart of France, Brilliant Red
 Improved Crego, Deep Rose
 Improved Crego, White
 Improved Crego, Azure Blue
 King, Blackish Blue
 King, Crimson
 King, Peach Blossom
 King, White
 Queen of the Market, White
 Queen of the Market, Dark Blue
 Queen of the Market, Flesh Pink
 Queen of the Market, Crimson
 Royal, Deep Rose
 Royal, Purple
 Royal, Shell Pink
 Royal, Azure Blue
 Royal, White
 Semple Pink, Branching
 Upright Branching, White
 Upright Branching, Rose Pink

All of the above priced at—
 Tr. Pkt. 50c 1/4 Oz. 65c
 1/2 Oz. \$1.25 Oz. \$2.00

CHICAGO **AMERICAN BULB CO.** NEW YORK



"Supreme" Quality



Flower Seeds



New ASTER "Los Angeles"

Characterized by the long, heavy stems and large fully double flowers so in demand by florists.

The color is an exquisite shade of pure shell pink. The flowers are borne singly on long non-lateral stems, which require no disbudding.

Among the many fine novelties in Asters that it has been our privilege to offer to the trade, we regard this as one of the most outstanding introductions of the decade, and predict a bright future for it.

Tr. Pkt.....50c 1/4 oz.....85c Oz.....\$3.00

ASTER—Improved Giants of California Curled and Interlaced

(Also known on the Chicago Cut Flower Market as
"Chicago Giant Beauty")

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut flower Asters.

White, Peach Blossom, Deep Rose, Light Blue, Light Purple, Dark Purple, Carmine-Rose.

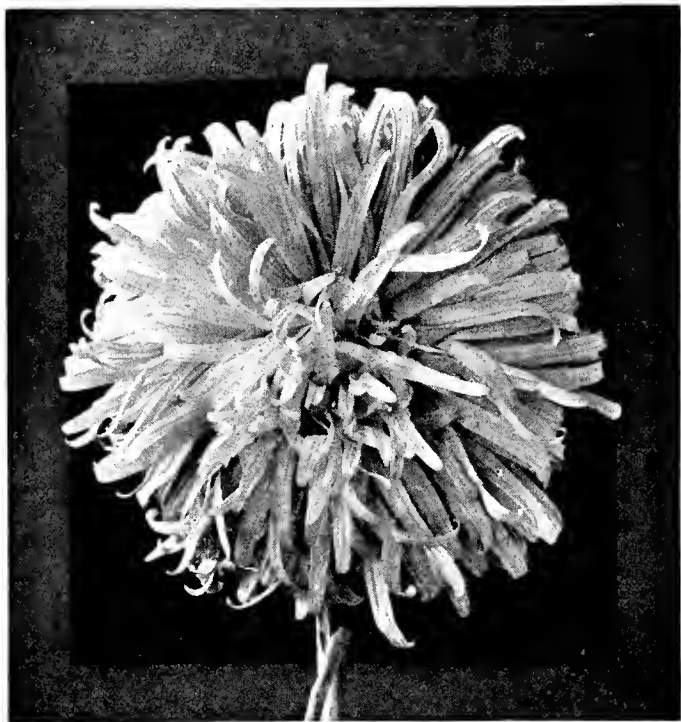
Each of above—Tr. Pkt.....35c 1/4 oz.....75c Oz.....\$2.50
Mixed, all colors—Tr. Pkt.....25c 1/4 oz.....65c Oz.....\$2.00

ASTER—Extra Early Express or "Early Wonder"

16 inches. These are the earliest blooming Asters. Flowers large and full, of the Comet type, carried on long, erect stems.

White, Rose, Light Blue or Dark Blue, Salmon Rose.

Any of the above—Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.75
Mixed colors—Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.50



Aster—Improved Giants of California.
Also known as "Chicago Giant Beauty."
(About one-half natural size)

ARCTOTIS—African Daisy

Grandis. Excellent for cutting; Daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac-blue.

Tr. Pkt.....15c Oz.....50c
Hybrids. Showy Daisy-like flowers. Red and orange shades. Tr. Pkt.....35c

*ARMERIA

Formosa. Rose.

Tr. Pkt.....25c Oz.....\$1.75

*AQUILEGIA—Columbine

The New English Aquilegias Offered
Below Provide Desirable Cut Flowers

AQUILEGIAS (Perennials)

NEW AQUILEGIAS OF THE HIGHEST
MERIT

Pearson's English Strains
(True Long Spurred)

Crimson Star. Richest crimson with white petals. Tr. Pkt....75c 1/4 oz....\$2.75
Pink Shades. Contains only shades of rich coral pink; very true. Tr. Pkt.....50c

1/4 oz.....\$1.25 Oz.....\$4.00

Blue Shades. Exceptional. Tr. Pkt....50c

1/4 oz.....\$1.25 Oz.....\$4.00

Lowdham Mixture. Tr. Pkt.....35c

1/4 oz.....85c Oz.....\$2.50

Yellow Shades. Tr. Pkt.....50c

1/4 oz.....\$1.25 Oz.....\$4.00

Coerulea. Blue Rocky Mountain Columbine.

Tr. Pkt.....35c Oz.....\$2.00

Skinneri. Scarlet spurs with yellowish green corolla.

Tr. Pkt.....35c 1/4 oz.....\$1.00

Long Spurred Hybrids. Large flowering, mixed colors.

Tr. Pkt.....35c Oz.....\$2.25

Chrysantha. Yellow.

Tr. Pkt.....25c Oz.....\$1.75

Copper Queen. Copper red. Tr. Pkt....50c

Rose Queen. Shades of rose with white center. Tr. Pkt....35c 1/4 oz....\$1.00

Californica Hybrida. Flowers large, long spurred, dark Carmine Lake with light yellow corolla. Tr. Pkt....50c Oz....\$2.50

*AQUILEGIA (Cont'd)

Mrs. Scott Elliot's Hybrids. Recognized as the "last word" in large flowering, long spurred Aquilegia. Tr. Pkt.....50c

1/4 oz.....\$1.25 Oz.....\$4.00

Double Mixed. Tr. Pkt....15c Oz....50c

Single Mixed. Tr. Pkt....15c Oz....50c

ASPARAGUS PLUMOSUS NANUS

One of Our Leading Seed Specialties
SPECIAL NOTE !

Our supply of Plumosus is cultured especially with a view to seed production and as a result we can assure the trade of plump, true-to-name seed of high germination and of true type. This grade of seed is not to be compared with that produced from mixed types and offered at so-called "bargain prices."

Northern Greenhouse Grown, True.

100 seeds...35c 1,000 Seeds...\$2.00

5,000 Seeds\$9.50

Lath-House Grown.

100 Seeds...30c 1,000 Seeds...\$1.25

5,000 Seeds...\$6.00 10,000 Seeds...\$10.00

ASPARAGUS SPRENGERI

100 Seeds....20c 250 Seeds....50c

1,000 Seeds...\$1.25 5,000 Seeds...\$4.50

1 lb.\$8.00

*ASTER PERENNIAL—Michaelmas

Daisy

Alpinus. Choice Mixed....\$0.35 \$2.00

Subcoeruleus. Light blue... .25 1.50

Michaelmas Daisies. Mixed. .25 2.00

ASTER

Improved Queen of Market

18 inches. Early flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early Aster, blooming in July.

White, Rose-Pink, Flesh, Crimson, Scarlet, Deep Lavender, Dark Blue, Light Blue, Purple.

Any of the above—

Tr. Pkt....15c 1/4 oz....30c Oz...\$1.00

Mixed colors—

Tr. Pkt....15c 1/4 oz....25c Oz...75c

ASTER—The Royal, Early Royal Branching

2 feet. Comes into bloom shortly after Queen of the Market; a specially fine Aster to follow said variety. Blooms of large size.

White, Deep Rose, Shell Pink, Lavender, Purple.

Any of the above—

Tr. Pkt....25c 1/4 oz....35c Oz...\$1.30

Mixed colors—

Tr. Pkt....20c 1/4 oz....35c Oz...\$1.20

ASTER—American Beauty

2 to 3 ft. A comparatively new Aster of real merit for late crop, blooms about September and continues until frost. The large and double flowers are produced on long, heavy stems.

Azure Fairy (dark lavender), Carmine Rose, September Beauty (delicate flesh-pink), White, Crimson, Bright Rose, Peach Blossom (very desirable), Purple.

Any of the above—

Tr. Pkt....25c 1/4 oz....50c Oz...\$1.50

Mixed colors—

Tr. Pkt....25c 1/4 oz....40c Oz...\$1.40

ASTER WILT

We have had so many inquiries as to just what wilt resistance in Asters really is that we feel a few notes on the subject are in order at this time.

The so-called wilt disease of Asters is caused by a specific parasitic fungus, which may attack the plant at any stage in its growth from the seedling to the seed-producing age.

A wilt-resistant strain of Asters is one which, although planted on the very sickest soil available, will withstand the attacks of the fungus and develop into strong, healthy plants. Just as some people or animals withstand the attacks of certain diseases, while others become sick at the first sign of an epidemic, so the resistant strains of Asters will withstand the attack of the wilt fungus, while the non-resistant strains will succumb. (See previous pages.)

ASTERS CONTINUED ON
NEXT PAGE.

WE HIGHLY RECOMMEND "PEARSON'S ENGLISH" AQUILEGIAS



ASTERS—Continued

A. B. C. SPECIAL FLORISTS' STRAINS

ASTER—GIANT MAMMOTH PAEONY FLOWERED

A superb florist strain, with immense, fully double flowers resembling the Beauty type, borne on long, stout non-lateral stems. These are admirably adapted to shipping, as the compactly placed petals give substance and keeping quality to the flowers. The plants are 2½ to 3 ft., blooming with the Giants of California.

	Tr. Pkt.	¼ oz.	Oz.
Maiden's Blush. Delicate Flesh.....	50c	\$1.00	\$3.50
Swansdown. Pure White.....	50c	1.00	3.50
Rosebud. Clear Deep Rose.....	50c	1.00	3.50
Silvery Rose	50c	1.00	3.50
Azure Fairy. Clear Azure Blue.....	50c	1.00	3.50
Peach Blossom	50c	1.00	3.50
Purple Robe	50c	1.00	3.50
Finest Mixed	40c	.85	3.00



ASTER—New Ball's White

Dwarf branching habit, medium early.

Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.50
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Aster, Giant Mammoth Paeony Flowered "Rosebud"

ASTER—American Branching

2½ to 3 feet. Robust, flowers large, double and fine form. Dark Blue, Rose-Pink, Blackish Blue, Mary Semple (shell pink), Peach Blossom, Crimson, Lavender, Purple, Peerless Pink.

	Tr. Pkt.	¼ oz.	Oz.
Any of the above...	20c	30c	\$1.00
White, extra select, long stems	25c	40c	\$1.50
Sensation, finest brilliant red	25c	40c	\$1.50

ASTER—Tall Ostrich Feather

Improved. 2½ feet. A very desirable form of Comet Aster with large fluffy flowers. Begins to bloom in August. White, Crimson, Deep Rose, Sky Blue, Light Blue, Dark Blue, Shell Pink, Peach Blossom (lavender-pink).

Each of above—			
¼ oz....	25c	Tr. Pkt....	50c
Mixed, all colors—			
Tr. Pkt....	20c	¼ oz....	40c
		Oz....	\$1.25

AMERICAN ASTERMUM

Of compact type, closely resembling the Crego, but blooming somewhat earlier; plants grow about 2 feet high and are of branching habit. Flowers of large size and very double.

Snow White, Rose-Pink, Lavender.

Any of the above—			
Tr. Pkt....	25c	¼ oz....	50c
Mixed colors—			
Tr. Pkt....	20c	¼ oz....	40c
		Oz....	\$1.25

ASTER—Aurora

A splendid free flowering Aster with large full flowers, quilled centers and outer band of broad petals. Height 2 ft., fine for cutting.

Blue Flame (Wilt resistant) Tr. Pkt....	50c
¼ oz.	60c
Oz.	\$2.00
Golden Sheaf (wilt resistant) yellow.	
Tr. Pkt....	50c
¼ oz.	85c
Oz.	2.50

Salmon Rose, yellow center. Tr. Pkt. 35c	
¼ oz.	60c
Oz.	\$2.00

ASTER—Improved New Giant California, "Sunshine"

Pure White, Blue, Purple, Lavender, or Pink. Tri. Pkt.....	50c
¼ oz.	\$1.25
Oz.	\$4.00
Mixed colors—	
Tr. Pkt.....	40c
¼ oz.	85c
Oz.	\$2.50

*ASTER—Perennial

Michaelmas Daisy. Large flowering, mixed.	
Tr. Pkt.....	25c
Oz.	\$2.50

ASTER—Improved Crego Giant Comet

Plants robust, about 2 feet high. Flowers large, double and well formed of the Comet type, making a fine variety for all purposes.

White.	Crimson.	Azure Blue.
Shell Pink.	Lavender.	Dark Blue.
Dark Pink.	Purple.	
Each of above—		
Tr. Pkt....	25c	¼ oz....
		50c
Oz....		\$1.50
Cattleya. Fascinating shade of orchid. A novel florists' color.		
Tr. Pkt....	35c	¼ oz....
		75c
Oz....		\$2.00
Mixed, all colors—		
Tr. Pkt....	25c	¼ oz....
		40c
Oz....		\$1.30

ASTER—"The King"

White, Shell Pink, Violet (purplish violet), Blackish Blue, Lavender, Crimson, Brilliant Rose.

Any of the above—			
Tr. Pkt....	25c	¼ oz....	35c
		Oz....	\$1.25
Mixed colors—			
Tr. Pkt....	20c	¼ oz....	30c
		Oz....	\$1.00

ASTER—Scarlet King, Single

A brilliant scarlet and very worth while.	
Tr. Pkt.	50c

ASTER—Heart of France

Plants about 2 feet high, branching habit; flowers medium size; admittedly the choicest Red Aster on the market.

Tr. Pkt....	35c	¼ oz....	60c	Oz....	\$2.00
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*BAPTISIA AUSTRALIS—False Indigo

Dark Blue Tr. Pkt....	25c	Oz....	\$1.00
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BALSAM—Lady Slipper

Varieties Bismarck and White Perfection especially recommended for memorial designs.

Camelia-Flowered

	Tr. Pkt.	Oz.
Pink	\$0.15	\$0.60
Scarlet15	.60
Bismarck. Salmon15	.75
White Perfection15	.75
Finest Mixed10	.60

BEGONIA SEMPERFLORENS

Alba White. Tr. Pkt.....	25c
Albert Martin. Crimson.	
Tr. Pkt.....	50c
1-32 oz.....	\$1.00
Erfordia. Rosy Carmine	
Tr. Pkt.....	75c
1-32 oz.....	\$1.00
Gustav Knaake. Crimson, resembles Gloire Lorraine in form; a grand acquisition to the Semperflorens family.	
Tr. Pkt....	\$1.00
1-32 oz....	\$1.50
Glow. One of the newer introductions and a great favorite in Europe. Flowers dark red, foliage deep bronze. Very free blooming, compact growth. Tr. Pkt....	\$1.00
Salmon Queen. Salmon-red.	
Tr. Pkt....	\$1.00
1-32 oz....	\$1.50
Vernon. Deep red.	
Tr. Pkt.....	25c
1-16 oz.....	50c
Choice Mixed.	
Tr. Pkt.....	25c
⅛ oz.....	\$1.00
Gruga. Deep carmine-pink.	
Tr. Pkt....	50c
3 Tr. Pkts....	\$1.25

BEGONIAS CONTINUED ON
NEXT PAGE

WILT-RESISTANT ASTERS will produce more perfect flowers and consequently increase your income from cut flowers, as well as to better satisfy your home garden trade. (See previous page.)



"Supreme" Quality



Flower Seeds



The New Prize Winning Calendula Chrysantha

BEGONIAS—(Cont'd)

SEMPERFLORENS Christmas Cheer

An exceptionally hardy bedding Begonia. Color bright rich cherry crimson. Blossoms attain a diameter of two inches.
Tr. Pkt. \$1.00 1/32 oz. \$2.50

SEMPERFLORENS Christmas Pink

This variety is of the same habit as Christmas Cheer, and equally as good.
Tr. Pkt. \$1.00 1/32 oz. \$2.50

GRACILIS

Carmen. Very dark foliage with bright carmine-red flowers.
Tr. Pkt. \$1.00 1-64 oz. \$2.50
Gracilis Compacta Luminosa.
Tr. Pkt. 50c
Luminosa. Fiery dark red.
Tr. Pkt. 75c 1-32 oz. \$2.50
Primadonna. Carmine-rose.
Tr. Pkt. \$1.00 1-32 oz. \$3.00
Rosea. Pink.
Tr. Pkt. 25c 1-32 oz. 75c

TUBEROUS ROOTED

Single, Mixed.
Tr. Pkt. 50c 1-32 oz. \$2.50
Double, Mixed.
Tr. Pkt. \$1.00 1-64 oz. \$6.00

We Recommend Calendula "Sensation" as being best of Orange Flowered Varieties for Culture under Glass—A. B. C.

*BELLIS or DOUBLE ENGLISH DAISY

	Tr. Pkt.	1/4 Oz.	Oz.
Longfellow. Very large, double dark rose.	\$0.25	\$0.50	\$1.60
Snowball. Double-white, excellent.	.25	.50	1.60
Monstrosa. Double pink.	.35	.60	2.00
Double red (dark rose).	.35	.60	2.00
Double white	.35	.60	2.00
Double mixed	.25	.50	1.75

BLUE LACE FLOWER—Improved Didiscus Coeruleus

A very much improved strain of this valuable cut flower. Excellent for bouquets. Flowers continually from July until frost. A money-maker for florists. Tr. Pkt. 20c Oz. \$1.00 1/4 lb. \$3.00

BROWALLIA

Very useful free flowering annuals.

Browallia "Speciosa Major"—Color brilliant ultramarine blue, suitable for pot plant, bedding and border work. For outdoor work seeds should be sown in February, or later, shifted in pots, and planted out in May. Plants will bloom all summer.

Tr. Pkt.	50c	1-32	\$1.00
Elata. Blue.	Tr. Pkt.	15c	Oz.	80c
Elata. White.	Tr. Pkt.	15c	Oz.	80c

*BOLTONIA—False Chamomile

Asteroides. Pure white.	Tr. Pkt.	35c	Oz.	\$3.00
Latisquama. Pink, tinged lavender.	Tr. Pkt.	25c	Oz.	\$1.75

BRACHYCOME—Swan River Daisy

Iberidifolia. A free blooming annual with small flowers, blue, white, pink or mixed. Tr. Pkt. 15c Oz. 75c

CALCEOLARIA

Our strain of these is produced by the foremost specialists of the world.

Lawrence's Hybrids. An exceptionally fine strain.	Tr. Pkt.	\$1.50
Hybrida Grandiflora. Tall mixed.	Tr. Pkt.	1.00
Compacta. Dwarf mixed.	Tr. Pkt.	1.00
Rugosa. Mixed.	Tr. Pkt.	1.00
Multiflora Nana. (See Specialty Pages) Extra size	Tr. Pkt.	1.00
Multiflora Nana Golden Tiger. Bright golden yellow flowers with dark brownish red dots.	Tr. Pkt.	\$1.00 3 Pkts. \$2.50

CALENDULAS

Fritz Bahr, noted horticultural writer, grower and retail florist, says "Golden Beam" is a wonderful addition to the Calendula family. Provides an exceptional new cut flower that the public takes to most kindly.

A. B. C. IMPROVED SENSATION

Bright Orange with scarlet sheen.	Tr. Pkt.	\$0.35	1 oz.	\$2.00
	1/4 oz.65	2 oz.	3.75
	1/2 oz.	1.20	4 oz.	7.00

"SUNSHINE"

Petals long broad and drooping, giving the flower a globular form. Buttercup yellow.
Tr. Pkt. 25c Oz. 75c
Golden Beam. Striking golden yellow. (Introducer's strain, true.)
Tr. Pkt. 25c Oz. 75c
"Radio"—Color bright orange. The individual blooms are not as large as other Calendula, but are globular in shape, with beautifully quilled petals.
Tr. Pkt. 25c Oz. 75c

New Calceolaria "INDIAN PRINCE"

This is a new color selection from the popular Multiflora Nana strain, retaining the fine dwarf, free-flowering habit. The color is a rich dark scarlet with an orange suffusion, a color that will contrast richly with the new Golden Tiger of the same class.

Tr. Pkt. \$1.25

NEW CALENDULA "CHRYSANTHA"

Awarded Gold Medal All American Selections, 1934

Chrysantha is distinct in type, a new break in Calendulas which is outstanding among all varieties known up to the present time. The large double flowers are an exquisite shade of clear buttercup yellow, with long loosely arranged petals which droop somewhat to give the rounded appearance of a Chrysanthemum. Besides adding a bright golden splash of color to the garden, Chrysantha is remarkable for its long stiff stems, making it ideal for cutting. The fact that it won one of the coveted Gold Medals in the All American Selections competitions this year indicates the high esteem in which it is held by the horticulturists of the country.

Tr. Pkt.	25c	1 oz.	75c	2 oz.	\$1.25
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NOTE: CALENDULAS CONTINUED ON NEXT PAGE

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.
BEGONIAS "CHRISTMAS CHEER" AND "CHRISTMAS PINK" RECOMMENDED FOR POTS OR BEDDING



"Supreme" Quality



Flower Seeds



BALL'S CALENDULAS (General List)

(All of the following supplied in Geo. J. Ball's original packages.)

Masterpiece. Long stemmed orange with dark center.

Apricot, Gold, Lemon Queen, Orange, Long Orange, White.

Supreme. Light orange with a rich dark brown eye.

All of the above Ball's varieties are priced as follows:

Tr. Pkt.50c	1/4 oz.75c
1 oz.\$2.50	2 oz.\$4.00
4 oz.7.00	Lb.25.00
Balls' Calendula Mixture.	
Tr. Pkt.40c	1/4 oz.60c
1 oz.\$1.75	

CALLIOPSIS (Annual)

Golden Wave (Drummondii). Yellow.

Tr. Pkt.10c Oz.25c

Nigra Speciosa. Crimson-maroon.

Tr. Pkt.15c Oz.25c

Radiata Tigrina (Tiger Star).

Tr. Pkt.10c Oz.40c

Mixed Dwarf. Tr. Pkt.10c Oz.30c

CAMPANULAS—Bell Flowers

(All are Biennials unless marked otherwise)

Medium Calycanthema or Cup and Saucer Varieties

(The most popular type of Campanulas)

Dark Blue (Violet), Light Blue (Lilac),

Rose, White or Mixed. Tr. Pkt.25c

1/4 oz.40c Oz.\$1.50

Medium, Single Canterbury Bells

Blue, Lilac, Rose or White.

Tr. Pkt.10c Oz.50c

Mixed. Tr. Pkt.10c Oz.40c

Medium, Double Canterbury Bells

Blue, Rose or White.

Tr. Pkt.25c Oz.\$1.50

Mixed. Tr. Pkt.20c Oz.\$1.25

*Carpatica (Hare Bell). Blue or white or

mixed. Tr. Pkt.25c Oz.\$1.00

*Persicifolia Grandiflora Blue. (Peach

Bell.) Undoubtedly one of the finest of

the hardy Bellflowers; grows 2 to 3 feet

high, with large blue flowers.

Tr. Pkt.40c 1 oz.\$2.00

*Persicifolia Grandiflora Alba. The white-

flowered Peach Bells.

Tr. Pkt.35c 1 oz.\$2.00

*Pyramidalis Blue. (The Chimney Bell-

flower.) A beautiful, stately, hardy plant,

either for garden or pot culture; blue,

salver-shaped flowers, 4 to 6 feet.

Tr. Pkt.25c Oz.\$1.50

*Pyramidalis Alba. Same as above, but

with white flowers.

Tr. Pkt.25c Oz.\$1.50

Angelus Bell, rose, Blue Bell, Cambridge

Blue, Liberty Bell, violet blue, Mission

Bell, pink.

Tr. Pkt.50c 1/4 oz.\$1.50

1 oz.\$5.00

Mixed.

Tr. Pkt.35c 1/4 oz.65c

1 oz.\$2.00

CANDYTUFT—Iberis

*Gibraltarica. White, shading to lilac.

Tr. Pkt.25c Oz.\$1.00

*Sempervirens. The popular hardy white

variety.

Tr. Pkt.25c Oz.\$1.50

CANDYTUFT

Miniature Gem. Miniature white flowers

about 3 1/2 inches high. Each plant pro-

duces 4 to 6 spikes. A real gem for

rock gardens. Tr. Pkt.15c

1/4 oz.50c Oz.\$1.50

CALENDULAS (Cont'd)

NOTE: The following are suggested for outdoor culture.

Orange King. Bright orange.

Tr. Pkt.25c Oz.75c

1/4 lb.\$2.00

Lemon Queen. Light or lemon yel-

low.

Tr. Pkt.25c Oz.75c

1/4 lb.\$2.00

Choice Mixed.

Oz.15c 1/4 lb.50c

CANDYTUFT GIANT HYACINTH FLOWERED

White. Particularly recommended for under glass; provides excellent cut flowers.

Tr. Pkt.15c Oz.75c

1/4 lb.\$2.25 Lb.\$7.00

We have a particularly fine strain of the true kind.

CANDYTUFT

Empress. Large white, 1ft.

Tr. Pkt.15c Oz.25c

Lb.\$2.75

UMBELLATA TYPE—

Valuable for cutting.

Tr. Pkt. Oz. Lb.

Pink. Flesh

color15c 40c \$3.50

Carmine15c 40c 3.50

Lavender15c 40c 3.50

Lilac15c 40c 4.00

Rose Cardinal.

Brilliant rosy red. 15c 50c 4.50

Crimson15c 40c 3.50

White15c 40c 3.50

Mixed10c 30c 2.25

CANARY BIRD VINE

Tropaeolum Canariense. Flowers bright

canary yellow. Tr. Pkt.10c

Oz.25c 1/4 lb.75c

CANNAS

Crozy's Finest Mixed. Dwarf varieties.

Tr. Pkt.15c Oz.60c

CARNATION

"Enfant de Nice." The best annual carnation

to date—The flowers are 2 1/2 to 3

inches in diameter, borne on long strong

stems, Deep Red, Rose, Light Salmon or

White.

Tr. Pkt.50c 1/4 oz.\$2.00

Oz.\$7.00

Finest mixed colors.

Tr. Pkt.50c 1/4 oz.\$1.50

Oz.\$5.00

Marguerite. Semi-dwarf, very fragrant.

Mixed. Tr. Pkt.15c Oz.\$1.25

*CARNATION—Hardy

*Hardy Border. Double mixed.

Tr. Pkt.25c Oz.\$2.00

*Grenadin. Red.

Tr. Pkt.50c Oz.\$3.00

*Dwarf Early Vienna. Mixed.

Tr. Pkt.25c Oz.\$2.00

CARDINAL CLIMBER

Ipomoea Quamoclit Hybrids. Rapid grow-

ing annual climber, producing a profu-

sion of brilliant cardinal red flowers. To

hasten germination file or cut notch in

seed. Tr. Pkt.25c Oz.\$1.00

CENTAUREA, White Leaved

Dusty Miller. For borders, vases, baskets, etc.

Candidissima. Silver gray foliage.

Tr. Pkt.25c Oz.\$1.50

Gymnocarpa. Fine, silvery foliage.

Tr. Pkt.15c Oz.50c



Carnation "Enfant de Nice"

CELOSIA—Miscellaneous Varieties

Tr. Pkt. Oz.

New Celosia Heatherdell. (See

specialty pages\$0.50

Plumosa Crimson15 \$1.00

Plumosa Orange15 1.00

Plumosa Mixed15 1.00

Pride of Castle Gould. Mixed. .50 3.00

Thompsoni Magnifica. Mixed .15 1.00

Thompsoni Triomphe de l'Ex-

position. Crimson splendid. .25 1.00

Childsi (Chinese Woolflower).

Crimson, Pink, Yellow or

Mixed25 1.25

Kelways Globosa. The flowers are over 6

inches, borne on strong stems and of a

brilliant crimson-scarlet color; height 2 1/2

feet. Very choice. Tr. Pkt.50c

Miracle. Tall cristata, Large heads. (See

novelty pages.)

Tr. Pkt.35c 1/8 oz.75c

Plumosa Superba. (See specialty pages.)

Tr. Pkt.35c 1/8 oz.\$1.00

1/4 oz.\$1.75

Flame of Fire. Excellent pot plant. (See

novelty pages.)

Tr. Pkt.35c 1/8 oz.\$1.25

CELOSIA BRYSONI (Chrysanthemiflora)

One of the most effective and largest

florists' cut flowers.

Mixed. Tr. Pkt.25c 1/4 oz.50c

CELOSIA CRISTATA— Dwarf Cockscomb

For beds, borders and pots.

Glasgow Prize. Dark crimson.

Tr. Pkt.30c Oz.\$3.50

Empress. Bright red; dark foliage.

Tr. Pkt.30c Oz.\$3.50

Choice Mixed. Tr. Pkt.25c Oz.\$2.00

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

NASTURTIUM, SCARLET GLEAM, "GOLDEN GLEAM" AND GLEAM HYBRID'S—DESIRABLE CUT FLOWERS



Cineraria "Cremer's Prize" in a 5-inch pot
"Cremer's Prize" is the "last word" in Cinerarias,
producing medium sized blooms

CENTAUREA, CYANUS

Popular free-flowering annuals. Now largely grown under glass for Mothers' Day sales, also Decoration Day.

	Tr. Pkt.	Oz.	Lb.
Double Blue	\$0.15	\$0.40	\$4.00
Carmine15	.40	4.00
Double Rose15	.40	4.00
Double White15	.40	4.00
Double, Atropurpurea. Maroon ..	.15	.40	4.00
Double, Ruby. Rich, deep ruby. .	.15	.40	4.00
Mauve15	.40	4.00
Mauve Queen. Soft mauve....	.15	.50	5.00
Double. Choice mixture.....	.15	.40	4.00

CENTAUREA (Large Flowered)

	Tr. Pkt.	Oz.
Imperialis. Fine for cutting. .	\$0.20	\$0.50
Giant Rose20	.50
Deep Lavender20	.50
Lilac20	.50
Purple20	.50
White20	.50
Favorita. Rose-lilac20	.50
Imperial Giant. Mixed20	.40

VARIOUS CENTAUREAS

Americana. Grows 3 feet high and bears immense thistle-like blooms of a rosy-lavender color. Splendid for cutting.	Tr. Pkt.15c	Oz.....50c
Americana Alba. White.	Tr. Pkt.15c	Oz.....50c
Suaveolens (Yellow Sweet Sultan or Grecian Cornflower). Large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well.	Tr. Pkt.15c	Oz.....40c
Moschata. Mixed Sweet Sultan.	Tr. Pkt.15c	Oz.....50c
*Dealbata. Rose colored.	Tr. Pkt.25c	Oz.....\$2.00
*Montana. Cornflower blue. Large flowers.	Tr. Pkt.15c	Oz.....75c

*CERASTIUM

Tomentosum (Snow in Summer). Abundant white flowers, white foliage. Sown early will bloom first summer.	Tr. Pkt.25c	Oz.....\$1.20
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*CHEIRANTHUS ALLIONI

(Siberian Wallflower.) A biennial but best treated as an annual. Spikes of brilliant orange flowers, very effective in the rockery.

Tr. Pkt.	15c	Oz.....	40c
Lb.			\$3.00
Chieranthus Linifolius (Alpine Wallflower). Lilac—18 in.			
Tr. Pkt.	15c	Oz.....	\$1.00

*CHELONE BARBATUS COCCINEA

Very showy bedding plant, fine for cutting. Scarlet with Yellow.

Tr. Pkt.15c	Oz.....80c
Chelone New Hybrids	
Tr. Pkt.15c	Oz.....80c

*CHRYSANTHEMUM

Perennial, but will flower the first season from seed if sown early in year. Excellent for cutting.

Diener's New Double White Giant Shasta Daisy.

Tr. Pkt....	25c	1/8 oz....	\$4.00
1/4 oz. ...	\$7.50	Oz.	\$25.00
Shasta Daisy "Alaska." Pure white.			

*Maximum, "King Edward VII." Extra large, pure white.

Tr. Pkt.25c	Oz.....\$1.00
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CHRYSANTHEMUM

Eastern Star. Light yellow.

Tr. Pkt.15c	Oz.....40c
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Morning Star. Primrose yellow.

Tr. Pkt.15c	Oz.....40c
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Evening Star. Sunflower yellow.

Tr. Pkt.15c	Oz.....40c
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Northern Star. Pure white.

Tr. Pkt.15c	Oz.....50c
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Single Mixed. Segetum.

Tr. Pkt.15c	Oz.....30c
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All of above have dark centers.

Double Mixed. Coronarium annual.

Tr. Pkt.15c	Oz.....30c
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Chrysanthemum. Geisha, Cascade or Japanese balcony. Desirable for pot plants, hanging baskets and porch boxes.

Tr. Pkt.	50c
---------------	-----

CINERARIA HYBRIDA (Large Flowering)

A. B. C. "PRIZE"—"The World's Best Large Flowering Strain"

Prize Blue Shades, Crimson and Carmine Shades or Salmon Shades, separately, each, trade pkt.....\$1.00

Prize Mixed. All the above in proper proportion to make the best showing and countless colors not yet segregated. The whole great range of our strain. Tr. Pkt.....\$1.00
(A trade packet contains about 1,000 seeds.)

1-32 oz.....\$3.50 1-16 oz.....\$5.00 1/8 oz.....\$9.50

Special Offer: One trade packet each of the above three separate color groupings and one trade packet of Prize Mixed—All four for....\$3.00

Cineraria Stellata Hybrida. Tr. Pkt.....50c

Cineraria, "Cremer's Prize." The world's best strain, producing medium sized blooms. (See illustration above.)

Tr. Pkt.....\$1.50	1-32 oz.....\$4.50	1-16 oz.....\$8.00
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CINERARIA

Multiflora Nana Mixed. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets, boxes, etc., for Easter and Mother's Day sales. Tr. Pkt....\$1.00 1-32 oz.....\$2.00

Multiflora Nana Maxima. Dwarf, large flowering mixed. Tr. Pkt...\$1.00

This new strain is now in great favor with the trade.

Maritima Candidissima (Dusty Miller). For bedding, vases, baskets, etc.

Tr. Pkt.....15c	Oz.....50c
-----------------	------------

Cineraria, Diamond. Improved form of Dusty Miller.

Tr. Pkt.....15c	Oz.....50c
-----------------	------------

CHINESE FORGET-ME-NOT

Cynoglossum Amabile. An exceptional cut flower for under glass or outside. Blue.

Tr. Pkt.25c	Oz.....30c
------------------	------------

Amabile Pink.

Tr. Pkt.30c	Oz.....80c
------------------	------------

CLARKIA—Elegans Double

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all summer.

Salmon Queen.

Tr. Pkt.20c	Oz.....60c
------------------	------------

White.

Tr. Pkt.20c	Oz.....60c
------------------	------------

Queen Mary. Rose-carmine.

Tr. Pkt.20c	Oz.....60c
------------------	------------

Scarlet Queen.

Tr. Pkt.20c	Oz.....60c
------------------	------------

Vesuvius. Orange-scarlet.

Tr. Pkt.20c	Oz.....60c
------------------	------------

Mixed.

Tr. Pkt.20c	Oz.....60c
------------------	------------

CLEOME PUNGENS

(Spider Plant.) Rose.

Tr. Pkt.10c	Oz.....40c
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COBAEA SCANDENS—

Cup and Saucer Vine

Plant seeds edgewise to insure good germination.

Blue (1/4 lb.....\$1.25)

Tr. Pkt.....15c	Oz.....40c
-----------------	------------

White. Tr. Pkt...20c Oz...75c

COLEUS

Hybridus, "Rainbow" Mixture.

Giant leaves of superb variation—saved from finest collection.

Tr. Pkt. ...\$1.00 1-16 oz...\$1.50

Salicifolius. Tr. Pkt.....35c

Laciniated and Fringed Mixed.

Tr. Pkt.	35c
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CUPHEA PLATYCENTRA

—Cigar Plant

Russet orange. Excellent for pot plants and borders.

Tr. Pkt. ...50c	1/8 oz....\$1.25
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NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

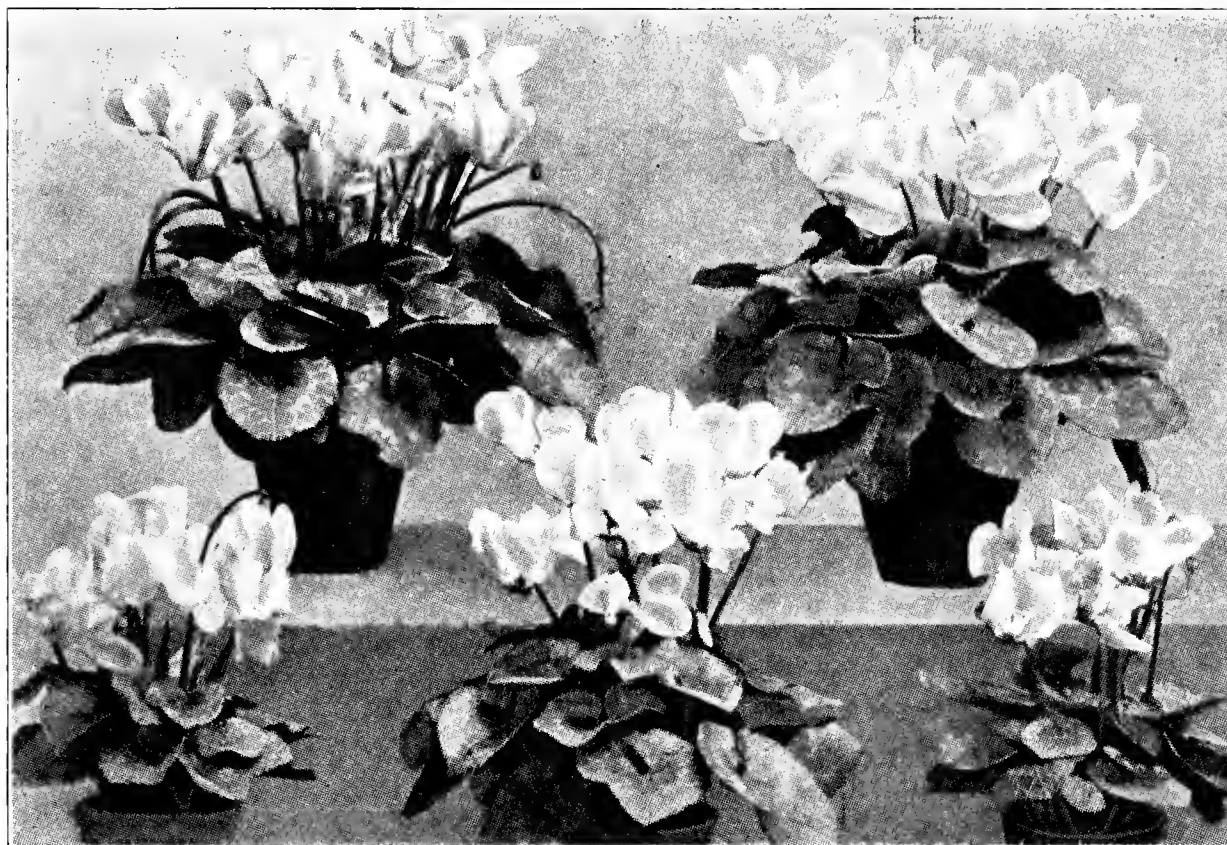
HARDY CARNATION "IMPROVED CRIMSON KING" (PLANTS) EXCEPTIONAL FOR CUT FLOWERS AND ROCK GARDENS



"Supreme" Quality



Flower Seeds



Seed Plants of Ferd. Fischer's New Strain—Wiesbaden, Germany.

COREOPSIS—Golden Coreopsis

***Lanceolata Grandiflora.** Single.
Tr. Pkt.....15c Oz.....35c
***Mayfield Giant.** Tr. Pkt.....25c
1/4 oz.....35c Oz.....\$1.00
***Double Yellow.** Greatly improved over
the semi-double. Tr. Pkt...35c Oz...75c

COSMOS

Worth-While for Outdoor Cut Flowers
"New Early Express." Recommended for
their extreme earliness. White, pink,
crimson or mixed. Provides exceptional
cut flowers. Tr. Pkt...25c Oz...\$1.00
Early Mammoth Flowering. Pink, white,
crimson or mixed. Tr. Pkt...10c Oz...40
Double Extra Early Flowering (Crested).
Crimson, pink, white or mixed.
Tr. Pkt.....25c Oz.....\$1.50
Giant Lady Lenox. Pink, crimson, white,
or mixed. Tr. Pkt....10c Oz....20c
Giant Flowering. Mixed.
Tr. Pkt.....10c Oz.....20c
Orange Flare. Orange. True early flower-
ing. Tr. Pkt.....25c
1/4 oz.....50c Oz.....\$1.50
(See novelty pages.)
Sensation (New)—See novelty pages.
White and pink mixed.
Tr. Pkt. 25 seeds.....75c
Klondyke. Late yellow.
Tr. Pkt.....15c Oz.....60c

CYNOGLOSSUM AMABILE

Chinese Forget-Me-Not. Blue. An excep-
tional cut flower for under glass or out-
side. Tr. Pkt.....25c Oz.....30c
Chinese Forget-Me-Not. Pink.
Tr. Pkt.....30c Oz.....80c

*ELDER DAISY

Blooms earlier than "Alaska" and more
abundantly, flowers somewhat smaller.
Tr. Pkt.....25c Oz.....\$1.50

Reselected CYCLAMEN Seed

Ferd. Fischer, famous the world over for his high pedigreed Cyclamen strains, for more than thirty years has furnished many of the exclusive growers of the world. Ferd. Fischer's Cyclamen seed sold in original packages by the American Bulb Company, Chicago—New York. Ferd. Fischer's exclusive introductions: "Vermillion," salmon and scarlet, in 1916. In 1926 improved "America," salmon, scarlet and orange.

To increase the popularity of Cyclamen plants, sow Ferd. Fischer's Cyclamen seed. The colors, and their habit of immense prolific blooms will sell your plants readily. If you are selling young seedlings, transplanted or in pot plants, by using Ferd. Fischer's highly re-selected seed you should have great demand for your plants.

We offer for early delivery from new crop the following varieties:

TRUE FERD. FISCHER'S GIANT-FLOWERING STRAIN

Now Accepted as "Standard" for American and Canadian Culture

	Per 100	Per 1000		Per 100	Per 1000
Glowing Dark Red. Christmas red.....	\$1.25	\$10.00	Bonfire. Brilliant salmon.....	\$1.75	\$15.00
Glowing Bright Red. Cherry red.....	1.25	10.00	America. Golden salmon.....	1.75	15.00
Rose of Marienthal. Bright rose.....	1.25	10.00	New Ruffled. Dark salmon.....	1.65	14.00
Pure White.....	1.25	10.00	New Ruffled. Rosy salmon.....	1.65	14.00
White with Carmine Eye.....	1.25	10.00	Liebesfeuer. Ruby salmon.....	1.65	14.00
Glory of Wandsbek. Salmon red.....	1.45	12.00	Perle. Salmon, white edge.....	1.45	12.00
Harlequin. Rainbow colors.....	1.45	12.00	Roccoco. Red, rose or lilac, or white with eye.....	1.45	12.00
Improved Rose of Zehlendorf.....	1.45	12.00	Lilac.....	1.25	10.00
Improved Perle of Zehlendorf. Dark salmon.....	1.45	12.00	Mixed.....	1.55	13.00

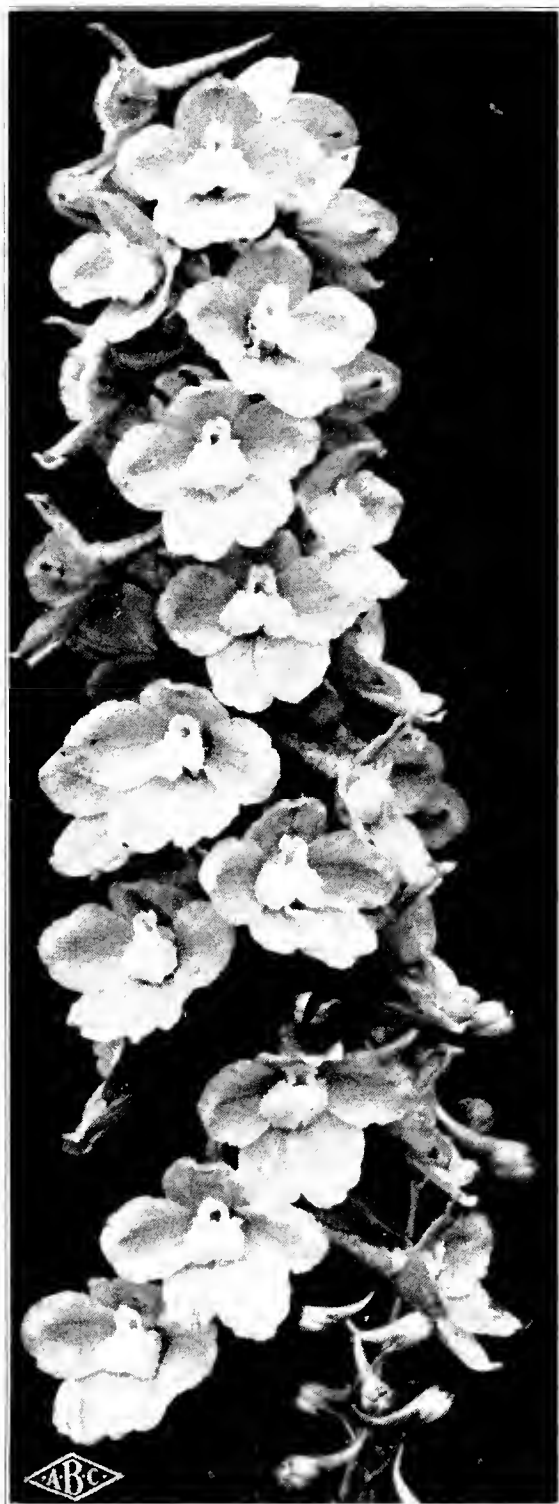
If you are in the market for Cyclamen seed in larger quantity than quoted herein and will indicate to us your needs, we will be glad to quote special price—the true "Ferd. Fischer Strain" has few, if any, competitors as to quality. Particularly does this refer to many of his exclusive and outstanding shades.

VOGT'S NEW DOUBLE-FLOWERED CYCLAMEN

Admiration. Salmon rose with shaded eye.
Prosperity. Azalea type; flaming rose; distinct, clear color.
Cerise Brilliant (new). Rich cerise red.
Rosea. Soft rose, with coral cast.
Price—
\$3.00 per 100
\$7.50 per 250
\$13.00 per 500
\$25.00 per 1000

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

TAGETES "GUINEA GOLD" AND "YELLOW SUPREME"—EXCEPTIONAL FOR CUT-FLOWERS



Delphinium (Hardy Larkspur) Improved
Belladonna "Cliveden Beauty"
Exceptional for Cut Flowers

DAHLIA

	Tr. Pkt.	Oz.
Double Large Flowering, Mixed, from named varieties	\$0.35	\$2.25
Double Cactus, Mixed	.50	4.00
Single, Mixed	.25	1.00
New Coltness Hybrids. Dwarf single type; very free flowering, height 2 ft. Choice mixed colors. Tr. Pkt.	.35c	
1/4 oz.	.75c	\$2.50
Unwing Dwarf, Giant Flowering, Mixed. Requires no staking.		
Tr. Pkt.	.50c	\$3.50

*DELPHINIUM—Hardy Larkspur

(See also colored pages.)
Belladonna Improved (Cliveden Beauty).
Larger flowered and a stronger grower
than the original Belladonna.

Tr. Pkt. 50c Oz. \$2.00

Belladonna. (Regular) turquoise blue.

Tr. Pkt. 35c

Oz. \$1.75 1/4 lb. \$6.50

Bellamosum. A rich, deep blue form of

Belladonna. Tr. Pkt. 50c Oz. \$1.75

Iceberg. New pure white.

Tr. Pkt. 75c 1/4 oz. \$2.50

Gold Medal Hybrids. Fine strain of mixed

Hybrids. Tr. Pkt. 25c Oz. \$1.00

Wrexham Hollyhock Strain.

Tr. Pkt. 50c Oz. \$5.00

Blackmore & Langdon's Hybrids. Direct

from B. & L., England. Considered the

choicest hybrids in existence.

Tr. Pkt. \$1.00 Oz. \$7.00

Blackmore & Langdon's. (Strain pro-

duced in America).

Tr. Pkt. 50c Oz. \$4.00

Chinensis. Cambridge Blue (Annual).

Rich belladonna blue.

Tr. Pkt. 25c Oz. \$2.50

Cardinale. Scarlet.

Tr. Pkt. 35c Oz. \$2.50

Chinensis. Blue Butterfly. Annual. Ultra-

marine blue. Tr. Pkt. 40c Oz. \$1.50

*DIANTHUS—Hardy Pinks

*Allwoodii (New Perpetual Hardy Pinks).

Pkt. of 100 seeds. \$1.00

1,000 seeds. \$7.00

*Allwoodii Alpinus. Fine for rockeries

and walls. Tr. Pkt. 25c 1-32 oz. \$2.50

*Latifolius Atrococcineus fl. pl. Rich,

fiery scarlet-crimson.

Tr. Pkt. 20c Oz. 75c

*Plumarius Single Mixed (Pheasant Eye

Pink). Tr. Pkt. 15c Oz. 50c

*Plumarius Double Mixed (Hardy Garden

Pinks). Tr. Pkt. 25c Oz. \$1.50

*Plumarius Semperflorens (Ever-blooming

Hardy pinks). Mixed colors.

Tr. Pkt. 25c Oz. \$1.25

*Plumarius Cyclops. Single perpetual

Grass Pinks. Various colors, with blood

red eye.

Tr. Pkt. 25c Oz. \$1.25

Sweet Wivelsfield. Desirable for perennial

borders and rock gardens, also cut flowers.

Tr. Pkt. 25c Oz. \$1.00

Sweet Wivelsfield. New double. (See Nov-

elty pages.) Tr. Pkt. 50c

DIANTHUS—Pinks (Annual)

Double Fireball. Fiery red.

Tr. Pkt. 15c Oz. 75c

Hedderwigii. Double Japan. Best mixed.

Tr. Pkt. 15c Oz. 50c

Giant Double Annual. Mixed.

Tr. Pkt. 15c Oz. 75c

*DICTAMNUS—Gas Plant

Fraxinella Alba. Seed somewhat slow in

germinating. Tr. Pkt. 25c Oz. \$1.50

Fraxinella Pink.

Tr. Pkt. 25c Oz. \$1.50

DIDISCUS COERULEUS

Blue Lace Flower. Excellent for bouquets.

Flowers continually from July until frost.

A money maker for florists. Tr. Pkt. 20c

Oz. \$1.00 1/4 lb. \$3.00

DIGITALIS—Foxglove

(Biennials)

Giant Shirley. A greatly improved strain.

Tr. Pkt. 15c Oz. 75c

DIGITALIS—Foxglove—(Cont'd.)

Monstrosa (Mammoth Foxglove). Mixed.

Tr. Pkt. 15c Oz. 75c

Digitalis Gloxiniaeflora. White, purple,

rose or mixed. Tr. Pkt. 15c Oz. 75c

DIMORPHOTHECA

African Orange Daisy. Choice for cutting

and adapted for forcing.

Tr. Pkt. 25c Oz. \$1.00

Hybrid Mixed. Tr. Pkt. 15c Oz. 75c

DOLICHOS—Hyacinth Bean

Desirable Annual Climber

Mixed Colors. Tr. Pkt. 10c Oz. 25c

DRACAENA

Australis. Broad leaves. Tr. Pkt. 15c

Oz. 60c 1/4 lb. \$2.00

Indivisa. Narrow green leaves. The pop-

ular kind for bedding or vases.

Tr. Pkt. 15c

Oz. 40c 1/4 lb. \$1.00

*ECHINOPS RITRO—

Globe Thistle

Silvery, thistle-like foliage and fine,

steel-blue flowers.

Tr. Pkt. 15c Oz. 50c

*ERYNGIUM—Sea Holly

Amethystinum. Tr. Pkt. 35c Oz. \$2.50

ESCHSCHOLTZIA—

California Poppy

Golden West. Yellow-orange center.

Tr. Pkt. 15c Oz. 25c

Choice Mixed. All colors.

Tr. Pkt. 15c Oz. 25c

*EUPATORIUM—Thoro Wort

Fraseri. White. Tr. Pkt. 25c Oz. \$1.00

EUPHORBIA

Heterophylla (Mexican Fire Plant).

Tr. Pkt. 15c Oz. 75c

Variegata (Snow-on-the-Mountain).

Tr. Pkt. 15c Oz. 50c

FEVERFEW—Matricaria

Double White. Extra for cut flowers.

Tr. Pkt. 15c Oz. 50c

FORGET-ME-NOT

Blue Bird (Oblongata). Deep blue. A

great favorite, winter flowering.

Tr. Pkt. 35c Oz. \$3.00

"Susanne." Bright blue. Best variety for

cut flowers or pots.

Tr. Pkt. 75c 6 Pkts. \$4.25

GAILLARDIA

(Annual Varieties)

Picta Single. Mixed.

Tr. Pkt. 15c Oz. 40c

Picta Lorenziana Double. Mixed.

Tr. Pkt. 15c Oz. 40c

GAILLARDIA

Burgundy. Wine red. Tr. Pkt. 35c

*The Dazzler. The flowers are very large,

of dark, rich red with a bright orange tip

on the end of each petal, making it a very

attractive flower for florists.

Tr. Pkt. 25c Oz. \$1.50

Indian Chief. Single. Bronzy red.

Tr. Pkt. 15c Oz. 40c

Golden Yellow. Maroon-red center.

Tr. Pkt. 35c

*Portola Hybrids. These are hybrids of

the well-known Portola variety and re-

produce quite satisfactory from seed. This

is a red with a golden tip.

Tr. Pkt. 25c Oz. \$1.50

*Grandiflora Superb Mixed.

Tr. Pkt. 15c Oz. 50c

*Tangerine. True tangerine color.

Tr. Pkt. 35c Oz. \$2.00

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

FLORISTS' AND GROWERS' SUPPLIES—A COMPLETE LINE, NEW STOCK THROUGHOUT—SEE PAGE 64

***GENTIANA ACAULIS**

Blue Gentian, 5 in.
Tr. Pkt.....50c Oz.....\$3.00

GERANIUM

Zonale. Single mixed.
Tr. Pkt.25c

GERBERA

Excellent for pots or cut flowers.

Jamesoni. Scarlet shades.
100 Seeds..85c 1,000 Seeds..\$7.00
Jamesoni. Mixed Hybrids.
100 Seeds..50c 1,000 Seeds..\$3.50

***GEUM—Avens**

Atrosanguineum fl. pl.
Tr. Pkt.....25c Oz.....\$1.50
Mrs. Bradshaw. Large, double brilliant
orange-scarlet; in flower throughout the
entire summer.
Tr. Pkt.....25c Oz.....\$1.50
Lady Stratheden. Golden yellow.
Tr. Pkt.....25c Oz.....\$2.00
Prince of Orange.
Tr. Pkt.....50c ¼ oz.....\$1.50

GILLIA—Capitata

A pretty annual for cutting, with heads
of lavender-blue flowers.
Tr. Pkt.....10c Oz.....30c

GLOXINIA

Hybrida Grandiflora. Choicest mixed.
½ Tr. Pkt.....60c Tr. Pkt.....\$1.00

GODETIA—Satin Flower

Tall, Double Azalea-Flowered Carminea
(Double Schamini).
Tr. Pkt.....15c Oz.....75c
Dwarf Double Azalea-Flowered Carminea.
Can be described as a dwarf growing form
of the tall, double Carminea.
Tr. Pkt.....15c Oz.....75c
Gloriosa. Blood-red.
Tr. Pkt.....15c Oz.....60c
Thunderbolt (New). Deep Crimson,
frilled petals.
Tr. Pkt.....35c Oz.....\$1.50
Sybil Sherwood. Bright Salmon pink,
edged white.
Tr. Pkt.....25c ¼ oz.....\$1.00
Rosamond. Shell-pink.
Tr. Pkt.....15c Oz.....60c
Mixed. All colors.
Tr. Pkt.....15c Oz.....50c

GOMPHRENA—Globe Amaranth

Splendid everlasting; excellent for cut-
ting.
Nana Compacta Red. Purple-red.
Tr. Pkt.....15c Oz.....35c
Aurea Superba (Haageana). Orange-yel-
low. Tr. Pkt.....20c Oz.....75c
Mixed Colors. Tr. Pkt...10c Oz...25c

GOURDS—Ornamental

Mixed, Various Sorts.
Tr. Pkt.....10c Oz.....25c

GRASSES—Ornamental

Pennisetum Rueppelianum (Purple Foun-
tain Grass). Tr. Pkt...15c Oz...75c
Longistylum. Tr. Pkt...15c Oz...50c
Above used largely for bordering canna
beds.

GREVILLEA—Silk-Oak

Ornamental foliage plant for vases, etc.
Easily raised from seed.
Tr. Pkt.....20c Oz.....75c

GYPSOPHILA—

Baby's Breath

Free blooming plants of easi-
est culture. Desirable for cut-
ting to mix with other flowers.

Grandiflora Alba. "Covent
Garden" market strain, 8 to
9 overlapping petals. Pure
white. Large flowers.
1 oz.....15c 4 oz.....50c
1 lb. \$1.50 5 lbs..\$6.25

Elegans Grandiflora Rosea.
Tr. Pkt...10c Oz...20c
¼ lb.75c

Grandiflora Alba "London
Market" strain. The largest
flowered pure white Gypso-
phila. Grows about 12 inches
higher than Paris Market or
Covent Garden Market strain.
This strain is a wonderful ad-
vance.

1 oz.....20c 4 oz.....50c
1 lb..\$1.60 5 lbs..\$7.00

*Paniculata, Single.
Tr. Pkt...15c Oz...50c

*Paniculata, Double.
Tr. Pkt...50c Oz...\$3.50

*Pacifica. Rose-colored.
Tr. Pkt...50c Oz...\$3.50



Godetia Tall Double Azalea Flowered

HARDY GYPSOPHILA

"Ehrlei" and "Bristol Fairy"
(Offered in perennial plant pages of
this book). Exceptional for cutting.

***HELENIUM—Sneeze Wort**

Strong-growing hardy perennials, giv-
ing an enormous crop of flowers, in late
summer.

Autumnale Superbum. Golden - yellow
flowers, 5 to 6 feet.

Tr. Pkt.....35c Oz.....\$2.00

Riverton Beauty. Rich lemon-yellow, with
a large purplish-black cone; 4 feet.

Tr. Pkt.....35c Oz.....\$2.00

***HEUCHERA SANGUINEA**

Coral Red. Tr. Pkt.....50c
Rosy Glow. Giant plant, massive flower of
fine rose-pink, on white ground. Very
beautiful. Tr. Pkt.....50c

HELLANTHUS—Sun Flower

(Annual Varieties)

Chrysanthemum Flowered. Double yellow.
Tr. Pkt.....10c Oz.....25c

Cucurifolius (Miniature Sun Flower).
Single yellow. Tr. Pkt...10c Oz...35c

Double Globe. (Globosus Fistulosus). Rich
yellow. Tr. Pkt.....10c Oz.....25c

Dwarf Double (Globe of Gold). Deep yel-
low. Tr. Pkt.....10c Oz.....25c

New Red. Extra large flowers; some are
rich chestnut red, others tipped with yel-
low. Tr. Pkt.....10c Oz.....35c

*Angustifolius. Blooms in late autumn.
Very tall, yellow flower with black center.
Good cut flower.

Tr. Pkt.....30c Oz.....\$1.25

***GIANT HIBISCUS—Marshmallow**

Crimson Eye. White, crimson eye.
Tr. Pkt.....15c Oz.....60c

Moscheutos Roseus. Large, pink.
Tr. Pkt.....15c Oz.....75c

Mallow Marvels. True red, rose or mixed.
Tr. Pkt.....25c Oz.....\$1.00

HELICHRYSUM—Strawflowers

Our strain produces large, perfect dou-
ble flowers. Excellent for cut flowers,
either fresh or in dried state.

	Tr. Pkt.	Oz.	Lb.
Fireball. Showy, deep crimson	\$0.10	\$0.60	\$6.00
Golden Ball. Clear gol- den-yellow10	.60	6.00
Canary Yellow Butter- cup. New10	.60	6.00
Carmine10	.60	6.00
Rose-Pink10	.60	6.00
Salmon-Pink10	.60	6.00
Silver-Pink, White, Vio- let or Mixed. All colors10	.50	5.00

HELIOTROPE

Lemoine's Giant. Excellent large flower-
ing strain. Tr. Pkt.....40c
Choice Mixed. Tr. Pkt...25c Oz...\$1.25

***HOLLYHOCK**

Extra fine Chaters' strain, producing a
very large percentage of double flowers.
Double-Pink, Rose-Pink, Scarlet, Crimson,
Salmon, White, Yellow or Maroon.

Tr. Pkt.....20c Oz.....\$1.25

Double Mixed. Tr. Pkt...20c Oz...\$1.00

Single Everblooming Mixed.
Tr. Pkt.....20c Oz.....85c

Double Everblooming Mixed.
Tr. Pkt.....20c Oz.....\$1.00

Exquisite. Very large flowers with beauti-
fully curled and fringed white-margined
petals, each adorned with a long blotch in
various shades of red. (Exceptional.)

Tr. Pkt.....25c Oz.....\$1.50

Imperator. Mixed Colors.
Tr. Pkt.....50c Oz.....\$3.00

HUNNEMANNIA—Mexican

Tulip Poppy

Fumariaefolia. Produces flowers from July
till frost. Desirable for cutting.

Tr. Pkt.....15c Oz.....50c

Sunlite (New). Semi-double.
Tr. Pkt...25c ¼ oz...85c Oz...\$2.00

(See novelty pages)

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED ABSOLUTELY DEPENDABLE



"Supreme" Quality



Flower Seeds



Kalanchoe Globulifera Coccinea

ICE PLANT

Mesembryanthemum Crystallinum.

Tr. Pkt.15c Oz.....40c

IMPATIENS—Sultan's Balsam

Blooms profusely and almost continuously. Excellent for pots and open ground.

Sultani. Carmine. Tr. Pkt.....35c

Sultani Hybrids. Mixed.

Tr. Pkt.....40c 1-32 oz.....\$1.00

Holsti. Vermilion. Tr. Pkt.....40c

Holsti Hybrids. Mixed.

Tr. Pkt.....40c 1-32 oz.....\$1.00

IPOMOEA—Moonflower

Noctiflora (Moonflower). (Mexicana Grandiflora Alba.)

Tr. Pkt.....15c Oz.....40c

1/4 lb.....\$1.00 Lb.....\$3.50

Heavenly Blue (Rubro-Coerulea).

Tr. Pkt.....25c Oz.....\$1.00

Setosa (Brazilian Morning Glory). Red.

Tr. Pkt.....15c Oz.....30c

Rosea Grandiflora. Pink.

Tr. Pkt.....15c Oz.....40c

Quamoclit. (Cardinal Climber.)

Tr. Pkt.....25c Oz.....\$1.00

KALANCHOE (Globulifera Coccinea)

(See illustration above.)

This succulent plant is a pot plant worth cultivating; it is easy to grow and propagate and on account of its marvelous flower shades and the length of time it blooms, it deserves to be highly recommended.

Tr. Pkt...\$1.00 3 Tr. Pkts...\$2.50

KOCHIA

Summer Cypress or Mexican Fire Bush Childsi. Improved strain.

Tr. Pkt.10c Oz.....20c

ANNUAL LARKSPUR

An exceptional Annual for cut flowers, either under glass or in the open.

BASE BRANCHING TYPE

(Giant Imperial or Improved Upright)

These Larkspurs are ideal for cut flowers as the flower stems, three to four feet long, branch from the base of the plant, much superior, we believe, to the tall stock flowered for cut flowers.

Miss California (New). Rich, deep pink suffused salmon. This is a deep and especially attractive color.

Tr. Pkt...25c Oz...\$1.00 Lb...\$12.00

Carmine King. Rich carmine rose, deep enough to be placed between Miss California and Newport Pink. We find this the most attractive shade on the list.

Tr. Pkt...25c Oz...\$1.00 Lb...\$12.00

Daintiness. Light lavender.

Tr. Pkt...25c Oz...\$1.00 Lb...\$12.00

Blue Spire. Intense deep Oxford blue.

Tr. Pkt...25c Oz...\$1.00 Lb...\$12.00

White Spire. Pure white.

Tr. Pkt...25c Oz...\$1.00 Lb...\$12.00

Exquisite Pink. Imp. Soft pink shaded salmon.

Tr. Pkt...25c Oz...\$1.00 Lb...\$12.00

Lilac Spire. Lilac.

Tr. Pkt...25c Oz...\$1.00 Lb...\$12.00

Gloria. Rich, deep rose. A distinct new florist shade.

Tr. Pkt...25c Oz...\$1.00 Lb...\$12.00

Peach Blossom.

Tr. Pkt...25c Oz...\$1.00 Lb...\$12.00

BASE BRANCHING TYPE—(Cont.)

"Lilac Queen." Rich lilac shading to lavender blue. The rich lilac color so popular for home decoration and most essential for the progressive florist.

Tr. Pkt...25c Oz...\$1.25 Lb...\$15.00

The Empress. Improved salmon rose.

Tr. Pkt...25c Oz...\$1.00 Lb...\$10.00

Imperial Mixed Larkspur.

Tr. Pkt...25c Oz...\$1.00 Lb...\$10.00

TALL DOUBLE STOCK FLOWERED TYPE

Rosamond. (New.) Distinct pure bright rose. A color that has heretofore been entirely lacking in Larkspurs. (See illustration below.)

Tr. Pkt...25c Oz...\$1.25 Lb...\$15.00

Empress Rose. Choice pink.

Tr. Pkt...20c Oz...60c Lb...\$6.00

La France. Salmon-pink.

Tr. Pkt...25c Oz...65c Lb...\$7.00

Newport Pink. Lustrous carmine.

Tr. Pkt...20c Oz...60c Lb...\$6.00

Los Angeles. Rosy salmon-pink.

Tr. Pkt...25c Oz...65c Lb...\$7.00

Rosy Scarlet, Dark Blue, Sky Blue, Lilac and White.

Tr. Pkt...20c Oz...60c Lb...\$5.00

Mixture. All varieties.

Tr. Pkt...15c Oz...35c Lb...\$4.00

*LATHYRUS—Everlasting or Hardy Sweet Pea

Showy, free-flowering, hardy perennial climbers for covering old stumps, fences, etc., continually in bloom; fine for cutting.

White, Pink, Red or Mixed.

Tr. Pkt.....15c Oz.....50c

*LAVANDULA VERA

True Sweet Lavender.

Tr. Pkt.15c Oz.....50c

LEPTOSYNE STILLMANII

Golden yellow, fine for cutting. Flowers in six weeks.

Tr. Pkt.....15c Oz.....75c

*LIATRIS (Blazing Star)

This perennial is one of the most attractive cut flower items. Tr. Pkt. Oz.

Spicata. Purple rose\$0.20 \$1.00

Pycnostachya. Purple.... .20 1.50

*LILIUM REGALE (Selected)

Tr. Pkt.25c Oz.....75c

For price of bulbs, see Lily page in this book.

Lilium. Philippinense Formosanum.

Improved pure white.

Tr. Pkt.35c 1/4 oz.....50c

Oz.\$1.75

*LINARIA—Macedonia Speciosa

The best yellow perennial for general use. Tr. Pkt....35c Oz.....\$2.00

LINARIA

Fairy Bouquet. Compact growth, large flowers in many distinct colors. Blooms early. Flowers resemble miniature snapdragons.

Tr. Pkt.15c Oz.....50c

*Cymbalaria (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A beautiful, hardy perennial trailing plant, suitable for baskets, vases, pots and rock work.

Tr. Pkt.....25c Oz.....\$1.50



Larkspur "Rosamond"

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

NASTURTIUM "GOLDEN GLEAM," SCARLET GLEAM AND GLEAM HYBRIDS PRODUCE DESIRABLE CUT FLOWERS
"DE LUXE" DOUBLE PETUNIAS "WORLD BEAUTY" AND MIXED SHOULD PROVIDE PROFITABLE POT PLANTS

LOBELIA Sow early to get best results.

Barnard's Perpetual. Dwarf deep blue, white eye.	
Tr. Pkt.....	25c Oz.....\$1.50
Blue Stone. Compact habit. Large flowers, brilliant mid-blue.	
Tr. Pkt.....	35c 1/4 oz.....75c
Speciosa. Dark blue, trailing. Tr. Pkt.....	25c Oz.....\$1.00
Crystal Palace Compacta. Dwarf dark blue. Tr. Pkt.....	25c Oz.....\$2.00
Emperor William. Dwarf light blue. Tr. Pkt.....	25c Oz.....\$1.50
Erinus Gracilis. Light blue, trailing. Tr. Pkt.....	15c Oz.....75c
Mrs. Clibran Imp. Purple, with large white eye. Tr. Pkt. 25c	1/4 oz.....75c
Sapphire. Deep blue, white eye, trailing. Tr. Pkt.....	30c Oz.....\$2.25
White Gem. Dwarf, white. Tr. Pkt.....	25c Oz.....\$1.50
Bedding Queen. Blue, white eye. Tr. Pkt.....	30c Oz.....\$2.00
*Cardinalis—Cardinal Flower. Tr. Pkt.....	50c
*Syphilitica Blue. Tr. Pkt.....	50c

LEPTOSYNE

Maritima. Yellow, 24 in. Tr. Pkt.....	15c Oz.....75c
Stillmanii. Golden yellow. 18 inch. Excellent for cutting. Blooms six weeks after sowing. Tr. Pkt.....	15c Oz.....75c

***LEUCOCORYNE**

Ixioides Odorata (Glory of the Sun). Heads of large fragrant blue and white flowers. Culture same as for Freesias. Flowers the second year from bulbs produced the preceding year. Tr. Pkt.....\$1.00

***LINUM**

Perenne (Perennial Flax). Blue. Tr. Pkt.....	15c Oz.....50c
Narbonense. Steel blue. Large flowering. Tr. Pkt.....	25c
1/4 oz.....	75c Oz.....\$2.50
Flavum. Yellow. Tr. Pkt.....	35c 1/4 oz.....85c Oz.....\$3.00

LUNARIA—"Honesty"

Alba. Admired for its silvery seed panicles. Tr. Pkt....	20c Oz....75c
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LUPINUS—ANNUAL

Fine for forcing; splendid cut flower.
Pink, Rich Blue, Sky Blue, White.
Tr. Pkt...15c Oz...30c Lb...\$3.00
New Hartwegii Giants. A much improved strain of annual Lupinus with base branching for forcing.

	Tr. Pkt.	Oz.
King Blue	\$.035	\$1.50
King White35	1.50
King Mixed25	.75

***LUPINUS POLYPHYLLUS—
Lupine**

Effective plants, producing large spikes of flowers, blooming in May and June. They require only well-prepared garden soil, preferably in a semi-shady location. 3 feet.

	Tr. Pkt.	Oz.
Moerheimi. Soft pink.....	\$.015	\$1.00
Princess Juliana. Shell pink. .	.15	1.00
Sunshine. Golden yellow...	.15	1.00
Downers New Hybrids.....	.15	1.00
Polyphyllus. Rose15	.30
Polyphyllus. Blue or white..	.15	.30
Polyphyllus Mixed15	.30

***LYCHNIS—**

Rose Champion-Jerusalem Cross

Chalcedonica. Fine scarlet flowers.	
Tr. Pkt.....	15c Oz.....50c

**MARIGOLD—Dwarf French
"Robert Beist" Selected Strain**

The blooms measure about the equivalent of a fifty-cent coin and the color combination is most pleasing, namely, velvety reddish brown with small golden center. Robert Beist. Tr. Pkt....15c Oz....50c

**MARIGOLD—Tall African
Varieties**

Tall African "Alldouble." We particularly recommend "Alldouble" orange and yel-

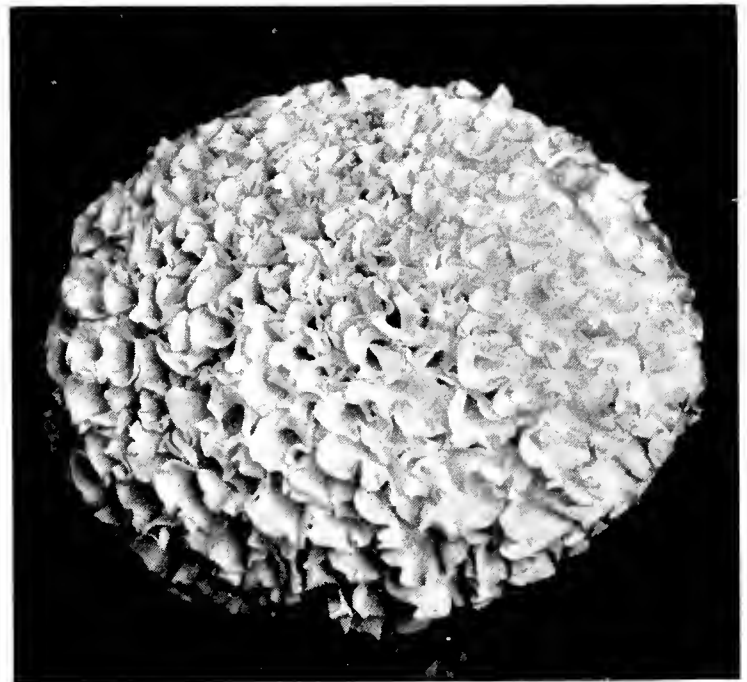
MARIGOLD TALL AFRICAN (Cont'd)

low Marigold offered below. Can be depended upon to produce 90 to 100 per cent full double flowers. Excellent for cutting.

"Alldouble Orange." Tr. Pkt.....	40c
1/2 oz.....	\$1.00 Oz.....\$1.75
"Alldouble Lemon." Tr. Pkt.....	40c
1/2 oz.....	\$1.00 Oz.....\$1.75
"Orange Ball." Double orange.	
Tr. Pkt...25c Oz...60c Lb...\$8.00	
"Lemon Ball." Clear lemon-yellow.	
Tr. Pkt...25c Oz...60c Lb...\$8.00	
Tall Double "Royal Scot". New charming mahogany and gold. Tr. Pkt....25c	
1/8 oz.....35c Oz.....\$1.50	
Guinea Gold. Beautiful orange.	
Tr. Pkt...25c 1/4 oz...45c Oz...\$1.50	
4 oz.....	\$5.00
"Supreme." New yellow guinea gold.	
Tr. Pkt...50c 1/4 oz...75c Oz...\$2.00	
Tall African Mixed.	
Tr. Pkt.....15c Oz.....40c	

MARIGOLD—Dwarf Varieties

Pride of Garden (Dwarf African). Double orange. Tr. Pkt.....	10c Oz....40c
"Legion of Honor." Single, golden yellow with crimson spot. Tr. Pkt.....	10c Oz.....40c Lb.....\$4.00
"Electric Light." Double Legion of Honor. Tr. Pkt.....	10c Oz.....40c
Dwarf, Gold Striped. Brownish red, striped yellow. Tr. Pkt.....	15c Oz.....60c
Dwarf, French Mixed. Tr. Pkt.....	15c Oz.....35c Lb.....\$4.00
Dwarf French Monarch Strain Mixed. A very compact type comprising a wide range of colors, Bronze, Yellow and Mahogany. Tr. Pkt.....	15c 1/4 oz.....20c Oz.....50c
Dwarf, Lilliput. Very dwarf, excellent for pots. Tr. Pkt.....	15c Oz.....50c
Tall French Single "Josephine." Single, dark crown with edging of gold and a glint of crimson. Very desirable for pot plants. Tr. Pkt.....	10c Oz.....50c



Marigold, Tall African "All Double"

MARIGOLD—Tall French Double
"Pulchra-Plena." Brown and gold. Tall growing and excellent for culture, either under glass or in the open. We highly recommend this for cutting.

Tr. Pkt.....	15c Oz.....50c
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MARIGOLD SMALL FLOWERED

Signata Pumila. Golden yellow flowers, single, hundreds to a plant. 10 inches high. Splendid for edging. Tr. Pkt...15c Oz.....60c 1/4 lb.....\$2.25
Signata Gamolepis. Bright orange. Extra dwarf form of above. Tr. Pkt.....10c Oz.....75c 1/4 lb.....\$2.50
Signata Pumila "Little Giant" (New). Very dwarf, orange. Tr. Pkt.....35c

MARVEL OF PERU—Four O'clock
Mixed Colors. Oz....10c 1/4 lb....30c

MATTHIOLA

Bicornis. Evening-scented stock, purplish-lilac. Tr. Pkt.....10c Oz.....25c

MATRICARIA—Feverfew

Capensis fl. pl. Double white; choice cut flower. Tr. Pkt.....15c Oz.....50c
Golden Ball. Of compact habit with densely double golden yellow blooms. Tr. Pkt.....25c Oz.....\$1.60

MESEMBRYANTHEMUM

Crystallinum. Ice plant. White flowers. Tr. Pkt.....10c Oz.....50c

MIGNONETTE

Desirable for cutting. Fragrant.
"The Ball." To those florists who grow Mignonette under glass, we recommend this strain. Tr. Pkt....50c Oz...\$2.00
Allen's Defiance. Tr. Pkt...15c Oz...40c
New York Market. Greenhouse grown; one of the finest for forcing. Tr. Pkt.....25c Oz.....\$1.00
Bismarck. Large, compact spikes. Tr. Pkt.....15c Oz.....\$1.00
Machet. Red; fine spikes. Tr. Pkt.....15c Oz.....75c
Sweet Scented. *Odorata*. Oz.....15c

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

PETUNIA "WORLD BEAUTY" PROVIDES AN EXCEPTIONAL POT PLANT.



"Supreme" Quality



Flower Seeds



A. B. C. "De Luxe" Pansies
(One-sixth natural size)

"De Luxe" Mixture will satisfy your critical trade both as to size and variation of coloring. Truly the "last word" in Pansy mixtures.

A. B. C. "SUPREME" PANSIES

PANSY

A. B. C. "De Luxe" Mixture

If you are looking for "the unusual in Pansies" and your trade will pay the price for product, here it is. We have searched the world over to find a better mixture. However, thus far we have been unable to improve on "A. B. C. De Luxe."

Tr. Pkt. \$1.00 1/8 oz. \$1.50
1/4 oz. \$2.75 Oz. \$10.00

PANSY

A. B. C. "Private Stock"

Fancy Exhibition Mixture. A. B. C. "Private Stock" is a really outstanding "all-purpose" mixture and has given the utmost satisfaction both for cut flowers and plant sales.

Tr. Pkt. 50c 1/8 oz. \$1.25
1/4 oz. \$1.75 Oz. \$6.50

PANSY ROGGLI

"Improved Swiss Giants"

	Tr.	3 Tr.	
	Pkt.	Pkts.	Oz.
Improved Swiss Giants			
Mixed	\$0.50	\$1.25	\$7.00
Lake of Thun. A solid			
blue Pansy with dark			
blue blotches	.75	2.00	8.00
Cardinal Shades	.75	2.00	8.00
Golden Yellow	.75	2.00	8.00

PANSY

Maple Leaf. Giant mixed. Distinct.
Tr. Pkt. . 50c 1/4 oz. . \$2.25 Oz. . \$8.00
"Super" Maple Leaf Mixture.
Tr. Pkt. \$1.00 1/8 oz. \$1.85
1/4 oz. \$3.50 Oz. \$12.00

PANSY—Ordinary Mixture

Tr. Pkt. . 25c 1/4 oz. . 50c Oz. . \$1.50

PANSY

Giant Trimardeau. Choice mixed.
Tr. Pkt. . 20c 1/4 oz. . 50c Oz. . \$1.50
1/4 lb. \$4.50 Lb. \$16.00

MIMOSA—Sensitive Plant

Pudica. Tr. Pkt. 15c Oz. 50c

MIMULUS

Moschatus (Musk Plant). Tr. Pkt. . 35c
Tigrinus (Monkey Flower). Tr. Pkt. 25c

MINA LOBATA

Climber. Rosy-carmine.
Tr. Pkt. 25c Oz. \$1.50

MUSA

Ensete (Abyssinian Banana).
25 Seeds . . . 50c 100 Seeds . . . \$1.50

MYOSOTIS—Forget-Me-Not

(Biennials) Standard Varieties
Tr. Pkt. Oz.

Alpestris Victoria. Dwarf		
blue	\$0.25	\$1.25
Dissitiflora. Early bloomer,		
dark blue (1/4 oz. \$1.00)	.35	3.50
Palustris. Deep blue. The		
true marsh Forget-Me-Not.		
Perennial	.25	1.50
Semperflorens. Everbloom-		
ing	.25	1.50
Ruth Fischer. Fine blue		
(1-16 oz. \$1.25)	.50	...
Pink Bouquet (1/4 oz. 75c)	.30	...
Alpestris, Mixed. All colors	.15	.60
"Susanne." Tr. Pkt. . 50c 6 Pkts. . \$2.50		
Especially desirable for St. Valen-		
tine's Day. Fine for pots or cutting.		
Bluebird. Beautiful winter flowering		
Forget-Me-Not. Tr. Pkt. . 50c Oz. . \$3.50		

Engelmann's "Special Mixed." Originator's strain.

"Engelmann's Special" is the old Scottish Show type of immense size. The colors are mostly bronze and reddish shades with some yellow-edged ones.

Tr. Pkt. . 50c 1/4 oz. . \$3.00 Oz. . \$10.00

STEELE'S PANSY MIXTURES

Supplied to us direct by Steele.

Jumbo Mixed.		
1/16 oz. \$1.00	Oz. \$12.00	
1/8 oz. 1.75	2 oz. 23.00	
1/4 oz. 3.25	4 oz. 40.00	
1/2 oz. 6.25		

"400" Mixed. A super Swiss strain.

1/16 oz. \$0.75	1/2 oz. \$ 4.25
1/8 oz. 1.25	Oz. 8.00
1/4 oz. 2.25	2 oz. 15.00

Miracle Mixed.

1/16 oz. \$0.65	Oz. \$ 7.00
1/8 oz. 1.00	2 oz. 13.00
1/4 oz. 2.00	4 oz. 24.00
1/2 oz. 3.75	

Masterpiece Mixed. Long stems.

1/16 oz. \$0.85	1/2 oz. \$ 4.75
1/8 oz. 1.50	Oz. 9.00
1/4 oz. 2.50	4 oz. 31.00

"Aces" Mixed Greenhouse Special.

1/16 oz. \$0.50	Oz. \$ 5.00
1/8 oz.85	2 oz. 9.00
1/4 oz. 1.50	3 oz. 13.50
1/2 oz. 2.75	4 oz. 17.50

A. B. C. GIANT PANSIES

	Tr. Pkt.	1/4 oz.	Oz.
Apricot	\$0.50	\$0.80	\$3.00
Adonis. Light blue.	.30	.50	1.65
Bridesmaid. Apple			
blossom pink	.50	.85	2.75

NASTURTIUM

CLIMBING OR TRAILING VARIETIES

Crimson-Maroon, dark foliage, Pink, Scarlet, Yellow or Mixed.
Oz. 15c 1/4 lb. 30c Lb. \$1.00
Mme. Gunther Hybrids. Mixed.
Oz. 10c 1/4 lb. 30c Lb. \$1.00
Lobb's Climbing. Mixed.
Oz. 15c 1/4 lb. 30c Lb. \$1.00

DWARF OR TOM THUMB VARIETIES

Crimson, dark foliage, Golden-Yellow, Crimson-Maroon, Salmon-Pink or Mixed.
Oz. 15c 1/4 lb. 30c Lb. \$1.00

DOUBLE NASTURTIUMS

are attractive and valuable as midwinter cut flowers. Use raised beds and a carnation house temperature. No retail grower can afford to be without a good batch of these new sweet scented nasturtiums. We offer only the Bodger Originator's strains. Golden Gleam. The original golden yellow. 1/2 oz. . 20c 1 oz. . 30c 1 lb. . \$1.50
Scarlet Gleam. A dazzling color.
1/4 oz. 50c 1 oz. \$1.85
Gleam Hybrids. A remarkably wide range of rich colors.
1/4 oz. 50c 1 oz. \$1.50

NEMESIA

Strumosi Suttoni. Orange, Scarlet, Rose and mixed. Each. Tr. Pkt. 40c

NICOTIANA—Ornamental Tobacco

	Tr. Pkt.	Oz.
Affinis. Fragrant, white. \$0.15		\$0.30
Crimson Bedder. Rich deep		
crimson. Tr. Pkt. . 25c 1/4 oz. . 1.00		
Affinis Hybrida. Mixed.15		.40
Sanderae. Red15	.50

NIEREMBERGIA

Gracilis. Light blue.
Tr. Pkt. 35c 1/8 oz. 75c

*PENTSTEMON

Sensation. Mixed colors.
Tr. Pkt. 40c Oz. \$3.00
New Hybrids Mixed. Large spikes.
Tr. Pkt. 35c Oz. \$2.50

A. B. C. GIANT PANSIES (Cont'd)

	Tr. Pkt	1/4 oz.	Oz.
Black-Blue	\$0.30	\$0.50	\$1.65
Bugnot. Shades of red,			
bronze	.35	.80	3.00
Cardinal. Brilliant red	.30	.50	2.00
Cecily. Steel blue.50	.75	2.75
Emperor William. Blue	.30	.50	1.65
Giant Prize. Azure blue	.30	.50	1.65
Golden Queen. Golden-			
yellow	.30	.50	1.65
Hortensia Red	.30	.75	2.00
King of the Blacks.30	.50	1.65
Lord Beaconsfield. Pure			
violet	.30	.50	1.65
Madame Perret. Shades			
of pink and rose	.30	.60	2.00
Peacock. Blue, claret			
and white	.30	.50	1.65
Prince Henry. Dark			
blue	.30	.50	1.65
Dark Brown Shades.30	.60	2.00
Pure Yellow	.30	.50	1.65
Snow Queen. Pure			
white	.30	.50	1.65
Striped and Mottled.30	.50	1.65
White with Eye	.30	.50	1.65
Yellow with Eye	.30	.50	1.65

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PRIMULA "ERIKSSONII" EXCEPTIONAL AS A POT PLANT—SEE SPECIALTY PAGES



A.B.C. "DeLuxe" Petunias Spell Real Profits to the Grower

PETUNIA ALL DOUBLE "PURPLE QUEEN"

Large flowering dwarf. Bright velvety purple. 100 per cent double and 100 per cent dwarf. Provides a worth-while pot plant or bedding variety.
Tr. Pkt.\$1.50

PETUNIA ALL DOUBLE "VIOLET QUEEN"

Large flowering dwarf. Velvety violet blue, which is so much liked by Petunia growers. 100 per cent double and 100 per cent dwarf.
Tr. Pkt.\$1.50

PETUNIA ALL DOUBLE "WHITE QUEEN"

Large flowering dwarf. We have been fortunate in obtaining a real pure white Petunia in the 100 per cent double group. Highly recommended.
Tr. Pkt.\$1.50

PETUNIA "IMPROVED CELESTIAL"

(Originator's Seed)

Very much of an improvement over "Rose of Heaven." If you have been carrying on with "Rose of Heaven" culture "Improved Celestial" instead. You will, we know, find it the "last word" in small flowered rose pink dwarf Petunias. Especially desirable for growing in flats and bedding.
Tr. Pkt. ..35c 1/8 oz....\$1.75 1/4 oz....\$3.00 Oz....\$10.00

PETUNIA "YOUTH"

Another distinct color and a companion to the novelty Petunia "The Art." The flowers are just as large and fringed as the other. In color, this is a stripe of velvety violet-blue and purest white. This is something like Giant-Flowering Cockatoo but with darker shade of violet.
Tr. Pkt.....50c 1/32 oz.....\$2.50 1/16 oz.....\$4.50

For complete list of A. B. C. DeLuxe Petunias, please refer to following pages . . . also inside front cover.



Petunia "Lace Veil"

PETUNIA "THE ART"

A striking color combination in a large-flowering single Petunia. The large well fringed flowers are boldly striped with brilliant carmine-rose and purest white; the marvelous contrast of these two distinct colors makes them quite outstanding.

Tr. Pkt...50c 1/32 oz...\$2.50 1/16 oz...\$4.50

PETUNIA "BLUE BELL"

Dwarf giant, single fringed. Ground color velvety violet blue with pure white marking. Exceptionally fine.

Tr. Pkt...50c 1/32 oz...\$2.50 1/16 oz...\$4.75

PETUNIA "IMPROVED NORMA"

Beautiful dark blue with conspicuous white star. Dwarf and compact. An excellent bedding sort.

Tr. Pkt....35c 1/8 oz....65c 1/4 oz....\$3.00

PETUNIA "MIKADO"

The bushy dwarf compact plant which does not grow more than 12 inches is profusely covered with snow-white blooms boldly striped with clear carmine-rose. A grand bedding sort.

Tr. Pkt...50c 1/16 oz...\$1.00 1/8 oz...\$2.00

PETUNIA "NEW ROSY MORN" DWARF

A decided improvement on the popular "Rosy Morn," being far more uniform in habit and brighter in color. The ground color is bright rosy-carmine fading gradually toward the center until it reaches to the creamy yellow throat, the individual flowers being larger and the color much brighter than ordinary "Rosy Morn."

Tr. Pkt.....35c 1/8 oz.....65c 1/4 oz.....\$1.00 Oz.....\$3.00

PETUNIA "ROSIE"

New Petunia Dwarf Giant for Pot Plants or Bedding

This magnificent beauty with its large netted blooms of exquisite form is outstanding. The color is a rich rosy-lavender, changing to a deeper shade in the wide open throat. (The Artist's Dream.)

Tr. Pkt.....50c 1/64 oz.....\$2.00 1/32 oz.....\$3.50 1/16 oz.....\$6.00



Petunia "Improved Norma"

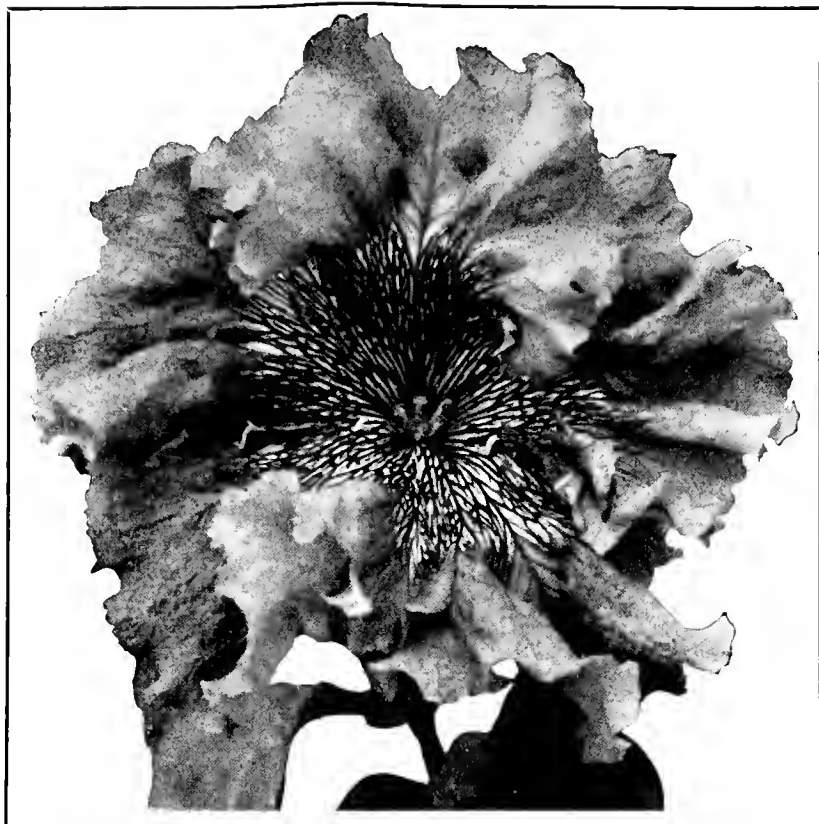
PETUNIA "WORLD BEAUTY" (See inside front cover) OUTSTANDING AS A POT PLANT



"Supreme" Quality



Flower Seeds



Giant Petunia "German Empress"

A true ruffled giant, veined violet-blue with dark throat.

Price: Tr. Pkt.\$1.00 1-64 oz.\$2.25

PETUNIA A. B. C. "WORLD BEAUTY" DWARF

Illustrated in color on inside front cover of this catalogue. Beautiful large carmine-pink flowers, finely fringed, particularly desirable for pot plants and bedding.

Tr. Pkt.\$2.00 3 Tr. Pkts.\$5.00

PETUNIA A. B. C. "DE LUXE"

Double Dwarf Fringed Mixed

See Illustration on page 1.

Like "World Beauty" described above, this also tested 100 per cent exceptionally fine large double flowers, in a choice range of colors and shades. We consider this new strain a wonderful advance in double Petunias from seed. Particularly recommended for pot plants. Tr. Pkt.\$2.00 3 Tr. Pkts.\$5.00

PETUNIA DOUBLE ROSY MORN, DWARF

This beautiful small flowered double pink Petunia has come into the greatest favor, especially as a pot plant. However, since seed produces only a nominal number of double flowers, it is well to sow early and take cuttings from the true double. The single flowers produced from this strain are, however, equal to the highest type of Rosy Morn and all available.

Tr. Pkt.\$1.00 1-64 oz.\$1.75 1-32 oz.\$3.00

PETUNIA DOUBLE "SHEPHERD'S PRIDE"

Fringed shrimp pink, exceptionally good.

500 seeds.\$1.50 Tr. Pkt.\$2.25

PETUNIA DOUBLE WHITE MADONNA

Pure white, deeply fluted. Tr. Pkt.\$1.50

PETUNIA "MARVELOUS" DOUBLE MIXED

A good average strain of double fringed large flowering Petunias with a fine range of colors and shades, producing approximately 40% double and the balance in valuable single blooms. 1/2 Tr. Pkt.75c Tr. Pkt.\$1.50 3 Tr. Pkts.\$3.50

PETUNIA NEW CARNATION OR SMALL FLOWERED DWARF DOUBLE

Mixed free bloomer. Excellent for pot plants.

Tr. Pkt.\$1.00 3 Tr. Pkts.\$2.50

"PETUNIAS FOR PROFIT"

A. B. C. Headquarters for De Luxe Strains

PETUNIA—"Ramona Strain"

Dwarf California Giants Mixed

This selected strain has obtained great favor with the trade and we highly recommend it.

This is a dwarf, sturdy type especially suited to pot culture and bedding. Flowers are beautifully ruffled and fringed with open, well marked throats. Tr. Pkt.\$1.00 1-64 oz.\$2.00 1-32 oz.\$3.00 1-16 oz.\$5.50 1/8 oz.\$10.00

PETUNIA DWARF CALIFORNIA GIANTS

"Rosie" (New). Rich rosy lavender.

Tr. Pkt.50c 1-64 oz.\$2.00 1-32 oz.\$3.50

Purple Prince. Tr. Pkt.50c

PETUNIA LARGE FLOWERING

"White Cloud." These produce fine, compact bushes only 12 inches high, covered with pure white blooms 3 to 3 1/2 inches in diameter. Tr. Pkt.50c

BALCONY PETUNIAS

Of semi-trailing habit, adapted to porch or window boxes.

Balcony Queen. Purple and white. Tr. Pkt.50c 1-64 oz.\$1.00 1-32 oz.\$2.00 1-16 oz.\$3.75

Deep Blue, Crimson, Rose, White, Balcony Mixed. Tr. Pkt.25c 1-16 oz.60c 1-8 oz.\$1.00 Oz.\$6.00

Netted Blue Gem (New). Steel blue, richly veined. Tr. Pkt.25c 1-16 oz.75c 1-8 oz.\$1.25

SINGLE SMALL PETUNIA FLOWERED DWARF

Largely used for bedding, compact and free-flowering.

Alderman. We find this deep violet-blue clearly superior to Blue Bird. Tr. Pkt.35c 1/2 oz.\$1.25 Oz.\$2.00

Blue Bird. Deep violet-blue. Tr. Pkt.35c 1/2 oz.\$1.50 Oz.\$2.50

Heavenly Blue. Light or silvery blue. Very choice. Tr. Pkt.50c 1/4 oz.\$1.50

Inimitable. Violet and white striped. Tr. Pkt.25c 1/2 oz.\$1.00 Oz.\$1.75

"Chicago Blue." A beautiful blue shade which invariably comes true almost 100 per cent. This is a new A. B. C. introduction and very worth-while. Tr. Pkt.60c

Celestial. An improved Rose of Heaven, highly recommended. Tr. Pkt.35c

Rose of Heaven. Clear rose-pink. Tr. Pkt.25c 1/2 oz.\$1.00 Oz.\$1.75

Rosy Morn. Rich pink with white throat. Tr. Pkt.35c 1/2 oz.\$1.35 Oz.\$2.50

Snowball. Dwarf white. Tr. Pkt.25c 1/2 oz.\$1.25 Oz.\$2.00

Silver Blue. Light blue. Tr. Pkt.35c 1/2 oz.\$2.00 Oz.\$3.50

Special Mixture. Of all the above. Tr. Pkt.25c 1/2 oz.80c Oz.\$1.50

SINGLE SMALL PETUNIA FLOWERED—MEDIUM TALL

Largely used for bedding.

	Tr. Pkt.	1/2 oz.	Oz.
Alba. Pure white.	\$0.15	\$0.40	\$0.75
Carmen Sylva. Baby blue with white throat.20	.75	1.25
Countess of Ellesmere. Pink and white throat15	.40	.75
General Dodds. Blood-red.25	.75	1.50
Howard's Star Improved. Purple with white star35	1.50	2.50
Lord Courtenay. Rich rose.25	.85	1.50
Violacea. Deep violet.25	1.00	1.75
Small-Flowering Mixture25	1.00	1.75

SEE PREVIOUS PAGE FOR ADDITIONAL LIST OF PETUNIAS



A. B. C. DELUXE "PETUNIAS FOR PROFIT"

GIANT RUFFLED—SINGLE

The Largest Flowering Petunias

	Tr. Pkt.	1-64 oz.	1-32 oz.	1-16 oz.	1/8 oz.
Giants of California. A true giant-flowered mixture	\$0.50	...	\$1.35	\$2.25	\$ 4.25
Camilla. Pale rose duBarry					
veined ruby	1.00	\$1.75	3.00
Giant Copper Red. Dark throat. A very attractive new shade.	1.00	2.00	3.50	6.00	...
Floretta. Habit similar to Theodosia and color beautiful steel blue; veined black flowers, handsomely ruffled, dwarf..	1.00	2.75	5.00
German Empress. A true ruffled giant, veined violet-blue with dark throat50	1.50	2.75
Giant Steel Blue. Very large, extra choice blue, richly veined and fringed75	2.00
Improved Elks' Pride. Giant fringed, purple with rich velvety sheen	1.00	2.00	3.50	6.00	...
Prince Wurttemberg. Dark crimson, black throat.....	.75	2.00	3.50
Princess of Wurttemberg. Rich rose with purple veins. Very richly colored50	2.00	3.50

DIENER'S ORIGINAL STRAINS

The following varieties are grown by the originator and are supplied in his original packets. In addition we can also supply all varieties listed by Diener at his catalogue prices.

Ruffled Monsters Mixed No. 8.	Tr. Pkt.50c	1-64 oz. . . \$2.50	1-32 oz. . . \$4.00	1-16 oz. . . \$8.00
Pink Glory No. 14. Pure Flame Rose Pink.	Tr. Pkt.25c	1-32 oz. . . \$3.00	1-16 oz. . . \$6.00	1/8 oz. . . \$12.00
Giant Pink Glory No. 19, an improvement on pink glory.	Tr. Pkt.50c	1-64 oz. . . \$2.50	1-32 oz. . . \$4.00	1-16 oz. . . \$8.00
Copper Red No. 41. A coppery red shade.	Tr. Pkt.50c	1-64 oz. . . \$2.50	1-32 oz. . . \$4.00	1-16 oz. . . \$8.00
Double Ruffled Monsters Mixed No. 38.	Tr. Pkt. \$1.00	1-64 oz. . . \$5.00	1-32 oz. . . \$10.00	
Double Frilled Mixed No. 42.	Tr. Pkt. \$1.00	1-64 oz. . . \$5.00	1-32 oz. . . \$10.00	
Mauve, Heavily Veined with Royal Purple No. 20.	Tr. Pkt.50c	1-64 oz. . . \$2.50	1-32 oz. . . \$4.00	1-16 oz. . . \$8.00
Diener's Blue, Semi-Dwarf No. 11.	Tr. Pkt.25c	1-32 oz. . . \$3.00	1-16 oz. . . \$6.00	
Salmon Color, Frilled No. 27.	Tr. Pkt.			25c
White Beauty, Heavily Fringed No. 16.	Tr. Pkt.			25c
Pearl of Kentfield, No. 9. Flesh pink frilled, with golden yellow center, dwarf growing.	Tr. Pkt.			25c
Purple and White No. 15.	Tr. Pkt.			50c
Red, Dark Veined with Coal Black Center, Ruffled Monster No. 5.	Tr. Pkt.50c	1-64 oz. . . \$2.50	1-32 oz. . . \$4.00	1-16 oz. . . \$8.00

Note: All of the above named varieties are single flowered unless noted otherwise.



Petunia Hybrid Dwarf "Cockatoo" Violet with White Spots, Dwarf.
Tr. Pkt.50c 1-32 oz. . . \$1.00 1-16 oz. . . \$1.75

PORTLAND PETUNIAS—SINGLE FLOWERED

Originator Strains, Seed from Hand Pollinated Plants.

Free flowering strong upright growth. Now very popular with the trade. "Elk's Pride" is the most outstanding of all purple varieties.

Apple Blossom. Light pink.	Ruffled Heliotrope. Soft heliotrope.
Elk's Pride. Royal purple.	Scarlet Beauty. Bright scarlet.
Lilac Beauty. Soft lilac.	White Beauty.
Pride of Portland. Deep rose. Mixed Colors.	

Price, each of above—

Tr. Pkt. \$1.00	3 Tr. Pkts. . . . \$2.50	6 Tr. Pkts. . . . \$4.50
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PETUNIAS SINGLE LARGE FLOWERING—FRINGED

Popular Kind for Bedding and Pot Culture

	Tr. Pkt.	1-64 oz.	1-32 oz.	1-16 oz.	1/8 oz.
Brilliant Rose. Frilled.....	\$0.50	...	\$2.00
Coerulea. Sky blue.....	.50	...	2.00
Dwarf Deep Rose. Beautifully netted	1.00	\$2.00	3.75	\$7.00	...
Fluffy Ruffles. Ruffled mixture.	.50	1.00	1.75	3.00	...
Gottfried Michaelis. Bright amaranth red. Dark throat....	.50
Kermesina. Crimson fine.....	.75	1.25	2.00
"Lace Veil." White fringed, very fine.50
Pepita. Carmine and white combined	1.00	1.75	3.00
Giant Pink Glory (True). Plain edged clear flame rose pink.	.50	...	2.00	3.50	...
Pink Glory Dwarf. A dwarf form of above.....	.75	1.75	3.00
Pink Triumph. Fringed, large deep rose75	1.25	2.00	3.50	6.00
Queen of the Market. Plain edge, deep carmine red, scarlet hue, very dwarf50
Romany Lass. Coppery crimson. Dark throat.....	.50	2.00	3.50	6.00	...
Royal Purple. Deep violet....	1.00	2.50	4.00
Setting Sun. Brilliant rose....	.50
Theodosia. Large fringed pink with light throat, exceptionally good	1.00	2.00	3.50	6.00	10.00
Violacea. Velvety violet blue..	.75	2.00	4.00
A. B. C. Single Fringed Mixed. An exceptional collection of colors and shades.....	.50	1.00	1.75	3.00	5.50

SEE PAGES 31 AND 32 FOR ADDITIONAL LIST OF PETUNIAS.



Primula Obconica, M and M Type (Note size of flowers)

PHLOX DRUMMONDI

Beautiful summer flowering annual; excellent for pot plants for spring sales.

GRANDIFLORA VARIETIES

	Tr. Pkt.	1/4 oz.	Oz.
Violet with Eye.....	\$0.20	\$0.30	\$1.00
Alba. Pure white.....	.20	.30	1.00
Coccinea. Scarlet20	.30	1.00
Rose Pink20	.30	1.00
Flesh Pink20	.30	1.00
Yellow20	.30	1.00
Brilliant Rose20	.30	1.00
Stellata Splendens. Scar-			
let with white eye....	.20	.35	1.00
Choicest Mixed15	.25	.80

DWARF OR COMPACT VARIETIES FOR BEDDING

	Tr. Pkt.	1/4 oz.	Oz.
"Cecily." Large flow-			
ering, mixed	\$0.25	\$0.75	\$2.50
Chamois Rose. With			
carmine eye35	.85	2.75
Fireball. Brilliant scarlet	.35	.60	2.00
Pink40	.65	2.40
Snowball. Pure white.	.35	.85	2.75
Choicest Mixed25	.50	1.80

*PHLOX

Decussata. Seed saved from a fine collection of named sorts. Can be supplied in mixture only. Tr. Pkt...25c Oz...\$2.00

*PHYSALIS—Chinese Lantern Plant

Francheti. Tr. Pkt....25c Oz....\$1.00

*PHYSOSTEGIA

	Tr. Pkt.	Oz.
Virginica Alba. White....	\$0.35	\$2.00
Virginica. Lilac-rose35	2.00
Compacta Rosea. Dwarf rose	.35	2.00

*PLATYCODON—Japanese Bellflower

One of the best hardy perennials, producing very showy flowers during the whole season. Excellent for planting in permanent borders or among shrubbery; easily raised from seed.

Grandiflorum. Large steel-blue flowers. Tr. Pkt.....25c Oz.....\$1.00

PLATYCODON (Continued)

Album. Pure white variety. Tr. Pkt.....25c Oz.....\$2.00
 Mariesi. Large, open, bell-shaped flowers of a rich violet-blue; plant dwarf and compact. Tr. Pkt.....50c Oz.....\$3.50

*POPPIES—Hardy (Papaver) NUDICAULE (ICELAND)

Coonara Pink. Shades of pink. Tr. Pkt..50c
 Elmonte. Tangerine-orange. Tr. Pkt...50c
 Sunbeam Mixture. Tr. Pkt.....25c
 Orientale (Oriental Poppy). Prince of orange. Orange-scarlet. Tr. Pkt.....25c Oz.....\$2.00
 Orientale Princess Victoria. Salmon. Tr. Pkt.....40c Oz.....\$5.00
 Orientale Hybrids. Tr. Pkt.....25c Oz.....\$1.00

POPPIES—Single Annual Varieties

American Legion. A new Shirley Poppy of a dazzling orange-scarlet; immense size. Tr. Pkt.....10c Oz.....40c
 Miss Sherwood. White edged rose. Tr. Pkt.....10c Oz.....25c
 Shirley. Large flowers; mixed colors. 1/4 lb...75c Tr. Pkt...15c Oz...25c
 Tulip. Glowing scarlet. Tr. Pkt.....15c Oz.....40c

POPPIES—Double Shirley

Improved Shirley, May Queen. An improved strain; large double flowers; mixed colors. Tr. Pkt.....15c Oz.....50c
 Eldorado. Double Shirley. Salmon shades. Tr. Pkt.....15c Oz.....60c
 Mixed. Tr. Pkt.....10c Oz.....25c
 New Poppy, Shirley Double Begonia Flowered Sweet Briar. A delightful shade of deep rose-pink. The blossoms are full double, resembling a very large double Begonia. Desirable for cutting. Tr. Pkt.....15c Oz.....75c
 Cavalcade (New). Double orange-scarlet. Tr. Pkt.....35c 1/4 oz.....85c

POPPIES—Double Annual Varieties

Carnation Flowered. Mixed. 1/4 lb.....50c Oz.....15c

Primula Malacoides "Erikssonii"

(See Specialty Pages for illustration and description.)

Varieties:

WONDER BABY (Pink)

BABY ROSE (Deep Pink)

NEW BABY (Lavender-Pink)

BABY DOLL (Deep Pink (frilled))

800 seeds, \$1
 2000 seeds, \$2
 1-64 oz., \$5

DOUBLE POPPIES (Continued)

Crimson King. Crimson. Tr. Pkt.....15c Oz.....25c
 Fairy Blush. Mixture of light pink shades. Tr. Pkt.....15c Oz.....25c
 Mikado. Red, striped white. Tr. Pkt.....15c Oz.....30c
 Peony-Flowered. Scarlet, white, yellow or mixed. Tr. Pkt...10c Oz...25c 1/4 lb...85c

PORTULACA

Double. Large flowering, mixed; extra fine quality. Tr. Pkt...25c Oz...\$2.25
 Single. Large flowering, mixed. Tr. Pkt...15c Oz...50c 1/4 lb...\$1.50

PRIMULA OBCONICA

We highly recommend the M. and M. strain—produces flowers of immense size and clear colors.

M. and M. Large Flowering Strain. Mueller Rose and Mohnstein Red. Tr. Pkt.....\$1.50 1-32 oz.....\$5.00
 M. and M. Mixed Red and Rose. Tr. Pkt.....\$1.50 1-32 oz.....\$5.00
 Friesdorf Salmon. Tr. Pkt.....\$1.50 1-32 oz.....\$5.00
 Fasbender Atrosanguinea or Fasbender Rosea. Tr. Pkt...\$1.50 1-32 oz...\$5.00
 Apple Blossom. Pink. Tr. Pkt.....50c
 Grandiflora Lilac or White. Tr. Pkt...50c

PRIMULA CHINENSIS FIMBRIATA

Chiswick Red. Bright red. Tr. Pkt.....50c 1-32 oz.....\$1.75
 Rosy Morn. Pink. Tr. Pkt.....75c 1-32 oz.....\$2.25
 Prize Mixture. This mixture contains only the very finest sorts selected from the best strains. Tr. Pkt. 50c 1-16 oz...\$3.00

PRIMULA—Various Sorts

Kewensis (Verbena Scented Yellow Primrose). Of strong growth; long spikes of yellow flowers. Tr. Pkt.....50c

*PRIMULA—Hardy Primrose

Auricula. Choice mixed. Tr. Pkt....35c
 Veris (Polyanthus). Mixed, all colors. Tr. Pkt.....50c Oz.....\$5.00
 Vulgaris (English Primrose). Canary-yellow fragrant. Tr. Pkt...35c Oz...\$3.00

*PYRETHRUM—Flowering Sorts

Roseum. Pink. Tr. Pkt..35c Oz..\$2.00
 James Kelway. Dark blood red. Tr. Pkt.....50c Oz.....\$3.50
 Atrosanguinea. Red shades. Tr. Pkt.....35c Oz.....\$2.50
 Hybridum Roseum, Single. Mixed. Tr. Pkt.....25c Oz.....\$1.50
 Pyrethrum Hybridum "Double Supreme Mixture." This strain is especially desirable because of the large percentage of double blooms it will produce. Tr. Pkt.....50c 1/4 oz.....\$2.50
 Aureum (Golden Feather). Yellow foliage. Tr. Pkt.....15c Oz.....45c

RHODANTHE—Everlasting

Double Pink, White or Mixed. Tr. Pkt.....15c Oz.....50c

RICINUS—Castor Oil Bean

Zanzibarensis. 12 feet. Mixed colors. Oz.....15c Lb.....\$2.00

RUDBECKIA—Coneflower

*Purpurea. Flowers reddish-purple with large center of brown. Tr. Pkt.....25c Oz.....\$1.25

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

PRIMULA "ERIKSSONII" EXCEPTIONAL AS A POT PLANT—SEE SPECIALTY PAGES



"Supreme" Quality



Flower Seeds



Salpiglossis Purple and Gold

SALPIGLOSSIS

Very showy annuals, splendid for cutting.

Brown and gold, primrose purple and gold, rose and gold, scarlet and gold, white and gold, velvety red, violet and gold or mixed. Price any of the above. Tr. Pkt. 20c Per oz. \$1.15 "Emperor." Extra large flowering mixed. Tr. Pkt. . . 15c Oz. . . \$1.00

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine, plump seed which is saved from specimen plants and such as shows a high germination (Not to be compared with European grown seed of doubtful germination.)

Harbinger. A new early flowering dwarf variety that we consider the most desirable of all Scarlet Salvias. (See specialty pages for illustration.) Tr. Pkt. . . 50c 3 Tr. Pkts. . . \$1.25 Oz. . . \$3.00

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
America (Globe of Fire)	\$0.50	\$2.75	*Patens. Blue (sown early under glass will bloom first season)	\$0.30	\$2.50
Bonfire (Clara Bedman)40	2.50	Farinacea. Light blue, makes a fine line.25	2.00
Fireball. Dwarf.50	2.75	*Blue Bedder. Compact, deep blue.40	2.75
Splendens. Tall growing35	1.50			
Drooping Spikes.35	1.50			
Zurich. Dwarf, early50	2.75			

*Azurea Grandiflora. A hardy perennial variety, producing during August and September spikes of pretty sky-blue flowers in great profusion; 3 to 4 feet. Tr. Pkt. 30c Oz. \$1.75

SANVITALIA

Procumbens fl. pl. Bright yellow double flowers; useful in vases, etc. Tr. Pkt. 35c Oz. \$1.40

SAPONARIA

Vaccaria. A free-blooming annual with beautiful pink feathery flowers. Tr. Pkt. 10c Oz. 25c 1/4 lb. 60c Used in same manner as Baby's Breath.

*SAPONARIA—Soap Wort

Ocymoides. A very useful hardy plant for the rocky or the border, producing from May to August masses of attractive small, bright rose flowers; 8 inches. Tr. Pkt. 15c Oz. 60c

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.
PLANT FREELY OF TAGETES' "GUINEA GOLD" FOR SUMMER CUT FLOWERS

SCABIOSA—Mourning Bride

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Azure Blue, Cherry, Red, Crimson, Flesh, Pink, Black, Rose or White.	\$0.15	\$0.50	Loveliness. Delicate salmon-rose shades	\$0.25	\$1.00
Ageratum Blue15	.50	Fire King. Rich rosy crimson15	.50
Peach Blossom15	.50	Sulphur Yellow15	.50
Shasta. Pure white.15	.50	Extra Fine Double Mixed.10	.40

*SCABIOSA

Scabiosa Caucasica "Isaac House Giant Hybrid" Mixed. This strain far surpasses the old Scabiosa Caucasica type. Tr. Pkt. . . 50c 3 Tr. Pkts. . . \$1.25 Oz. . . \$3.00
Caucasica Lavender. One of the handsomest of hardy perennials; especially valuable for cutting, the blooms lasting a long time in water; color soft lavender-blue; 3 feet. Tr. Pkt. 35c 1/4 oz. 60c Oz. \$2.00

SCHIZANTHUS—"Butterfly Flower"

	Tr. Pkt.	1/4 oz.	Oz.
For cut flowers. Schizanthus are particularly outstanding.			
Garaways Hybrids.	\$0.50	\$1.00	\$3.50
Sutton's Pansy Flowered Mixed.	1.00
Wisetonensis. Rose and amber shades.50	1.00	...
Wisetonensis. Rose and pink shades.50	1.00	...
Wisetonensis Mixed20	...	1.00
Brilliant Mixed1550

SENSITIVE PLANT—Mimosa

Pudica. Flowers pinkish white. Tr. Pkt. 15c Oz. 50c

SHAMROCK

True Irish. Tr. Pkt. 15c Oz. 50c 1/4 lb. \$1.50

SHASTA DAISY—(See Chrysanthemum)

SMILAX—Myrsiphyllum Asparagoides

A well known green house climber. Valuable for floral decorations. Tr. Pkt. 15c Oz. 50c 1/4 lb. \$1.50 Lb. \$5.00

SNAPDRAGON—(See Antirrhinum)

SOLANUM

	Tr. Pkt.	Oz.
Cleveland Cherry. Orange.	\$0.25	\$1.00
Bird's Eye Pepper35	2.00
Capsicastrum Nanum.		
Jerusalem Cherry15	.50
Hlavacek's "Masterpiece." (See illustration.)		
"Cleveland Cherry." More compact than the old type and produces much more freely of fruit. A very pronounced improvement over the old form. Grows more compact than above and produces the scarlet berries in greater profusion.		
Tr. Pkt. 35c Oz. 2.00		

SWEET - SCENTED DOUBLE - FLOWERED NASTURTIUM
"GOLDEN GLEAM", "SCARLET GLEAM" and "GLEAM
HYBRIDS"—Provides Exceptional Cut Flowers



Solanum—Christmas Cherry—Hlavacek's "Masterpiece"



Stocks—Ball Branching
or Column

BALL COLUMN STOCKS

(Illustrated opposite)

Non-Branching.

Each plant produces
one fine long flower
stem and can be
planted close.

Now in great favor.

—
We recommend
Improved
BISMARCK
"EARLY GIANT
IMPERIAL"
STOCKS
as being the most
desirable of
branching
Stocks.

STOCK GIANTS OF CALIFORNIA "SANTA MARIA"

A giant double pure white stock of excep-
tional merit. Giant flowers on a long flow-
ering truss with the splendid branching
habit of the Bismarck. The long stems of
the "Santa Maria" make it a very desir-
able cut flower for the florist. 78 per
cent double. The best double pure white
Stock on the market. Tr. Pkt. 50c
1/4 oz. \$1.25 Oz. \$4.50

LARGE FLOWERING DWARF TEN-WEEK STOCKS FOR BEDDING

Lavender. Carmine-Pink. Deep Rose.
Purple. Blood Red. White.
Canary Yellow.

Separate colors—
Tr. Pkt. 25c 1/8 oz. 40c
1/4 oz. 65c Oz. \$2.00
Mixed, all colors—
Tr. Pkt. 20c 1/8 oz. 35c
1/4 oz. 50c Oz. \$1.50

BALL NON-BRANCHING OR COLUMN STOCKS

These produce one enor-
mous spike with large
flowers, 1 to 2 1/2 feet high
and can be planted close
together in the bench.
Silvery Lilac-Lavender.
Pure White.
Ruby. Rich crimson red.
Chamois Pink.
Old Rose.
Tr. Pkt. (1000 seeds) . \$1.00
1/4 oz. . \$2.25 Oz. . \$8.00
Deep Rose (New).
Tr. Pkt. \$1.00

DOUBLE PERPETUAL BRANCHING Giant Perfection

*Rose. A clear even shade.
Sapphire. Violet or dark
lavender.
*May Queen. Pale blue.
Snowdrift. Fine clear white.
Princess Alice. Early white.
La France. Blush, nearly
white.
*Heatham Beauty. Rose,
shaded terra cotta.
*Empress Augusta Victoria.
Silvery lilac.
Brilliant. Blood-red.
Separate colors—
Tr. Pkt. 25c
1/8 oz. 35c
Oz. \$2.25
Mixed, all colors—
Tr. Pkt. 25c
1/8 oz. 50c
Oz. \$2.00

STATICE—Everlasting Flower

Valuable for cutting or decorative pur-
poses.

Annual Varieties

Coming into great favor for cut flowers.
Tr. Pkt. Oz. Lb.
Sinuata. White. \$0.15 \$0.25 \$2.00
Sinuata. Lavender. . . .15 .25 1.50
Sinuata. Rosea Superba .15 .25 2.00
"True Blue." Extra deep blue, a special
strain which comes true from seed.
Tr. Pkt. .15c Oz. .25c Lb. . \$2.00
Bonduelli. Golden-yellow.
Tr. Pkt. 15c Oz. 30c
Suworowii (Russian or Cattail Statice).
Tr. Pkt. 25c Oz. 75c

*STATICE—Sea Lavender

Splendid hardy perennials, either for
the border or rockery, producing all sum-
mer panicles of minute flowers, which can
be dried and used for winter bouquets.
Latifolia. Purplish-blue flowers.
Tr. Pkt. 25c Oz. \$1.50
"Caspia." This is a very delicate and
artistic form of everlasting Perennial. It
is as hardy as the Latifolia type and makes
an earlier cut and more sprays. Color is
a good shade of lilac. Tr. Pkt. 25c
1/4 oz. 85c Oz. \$3.00
Perezii. Rich blue.
Tr. Pkt. 25c Oz. \$2.00
Statice Dumosa. Clear silvery white. The
finest for drying. Tr. Pkt. 35c
1/4 oz. \$1.00 Oz. \$3.50

A. B. C. FLORISTS' STOCKS

"The World's Best Double"

Our grower received five "Awards
of Merit" and eight "Highly Com-
mended" for his strains of Ten Week,
Giant Imperial, Beauty of Nice and
Perpetual Branching Stocks at the
"Trial of Stocks" conducted by The
Royal Horticultural Society of Great
Britain, at Wisely, England.

All our California grown Stocks
bloom at least two weeks earlier
than foreign grown.

DOUBLE STOCKS

A. B. C. Special Florists' Strains
Stocks Are One of Our Principal
Specialties

*Indicates most popular colors and shades.

IMPROVED BISMARCK STOCKS (Early Giant Imperial)

An especially meritorious class. These
stocks are giant, growing from 24 to 30
inches tall, of branching habit, producing
innumerable large spikes measuring 12 to
16 in. long, coming into bloom in about
twelve weeks after seedlings are planted.

*Rose. Fine standard color.
Flesh. Delicate shade of pink.
*Lavender. Fine standard color.
*Chamois. Ivory, tinted old rose. Choice
market color.
Canary Yellow.
*Golden Ball. Clear ivory-yellow.
*White. Early clear white.
Apple Blossom. Blush.
*Lilac. Lilac-lavender.
Blood Red. Fiery red.

Tr. Pkt. 1/8 oz. 1/4 oz. Oz.
Separate colors
above \$0.35 \$0.60 \$1.00 \$3.00
Mixed, all colors. .25 .35 .60 2.25
Royal Purple
(Elk's Pride).
Rich deep purple .35 .60 1.00 3.00
Antique Copper.
A fine copper-red .35 .60 1.00 3.00
Golden Rose.
Light golden-rose .50 .60 1.00 3.00

BEAUTY OF NICE STOCKS

Particularly desirable because of their
long stems and branching habit.

*Mont Blanc. Extra early white.
Almond Blossom. White shaded pink.
Monte Carlo. Rich canary-yellow.
*Aurora. Cream, tinted pink.
Belle de Naples. Rich old rose.
Salmon King. Strong salmon-rose.
Beauty of Nice. Flesh-pink.
*Cote d'Azur. Light blue.
Summer Night. Deep blue.
Carmine Rose (Abundance).
Blood Red.
Sou. de Monaco. Crimson, late.
American Beauty. Deep rose-pink.
*Queen Alexandra. Rosy lilac, fine.

Tr. Pkt. 1/8 oz. Oz.
Separate colors above. . \$0.25 \$0.40 \$2.25
Mixed, all above colors. .25 .35 2.00

STEVIA

Serrata. Fragrant white flowers; desirable
for cutting.
Tr. Pkt. 20c Oz. \$1.50

SWEET PEAS

"UP-TO-THE-MINUTE" FLORISTS' VARIETIES

True to Name, Thoroughly Rogued and Hand Picked Seed. If you are in the market for quantity, please ask us for special prices.

EARLY OR WINTER FLOWERING VARIETIES

White

White Harmony. Very good.
Snowstorm. Imp. White seeded.

Pink

Ball Rose. Rich deep rose.
Ball Rose Queen. Long-stemmed rose pink.
Columbia. Pink and white. Bi-color.
Chevalier. Dark rose.
Fascination. Cream pink.
Giant Rose. Large.
Laddie. Bright, extra large rose.
Jeanne Mamitsch. Long-stemmed rose.
Louise Gude. Bright rose.
Mrs. Calvin Coolidge. Salmon pink.
Mrs. Holscher. Good rose pink.
Pink Cherokee. Cream pink.
Pink Profusion. Rose pink.
Superior Pink. Deep rose.
Spring Song. Rich salmon pink.
Zvolanek's Rose.

Lavender

Heather Bell. Rosy lavender.
Harmony Lavender. Slightly shaded rose.
Lavender King. (Harmony is preferred.)
Michigan. Large lavender.
Vogue. Lavender with blue shading.

Blue

Blue Bird. (Mrs. Hoover preferred.)
Blue Bonnet. Deep clear blue.
Ball Blue. Bright mid-blue.
Mrs. Hoover. Best blue.

Scarlet and Cerise

Aurora. Orange scarlet striped.
Bright Light. Orange scarlet.
Glitters. Fiery Cerise.
Gorgeous. Cerise.
Grenadier. Poppy scarlet.
Maroon Prince. Dark maroon.
Miss Spokane. Dark red.
Pride. Deep cerise. Long-stemmed.
Red Bird. Crimson red.
Sun Ray. Light cerise.
Vulcan. Orange scarlet.

Orange and Salmon

Apollo. Salmon cerise, long-stemmed.
Burpee's. Orange.
Eldorado. Light orange.
Flamingo. Orange salmon.
Mrs. Kerr. Salmon.
Torch. Salmon orange.
Valencia. Desirable orange.
Price of any of above varieties.
1/2 oz...25c Oz...40c 4 oz...\$1.40
Lb.....\$4.50 2 lbs.....\$8.50

EARLY OR WINTER FLOWERING VARIETIES

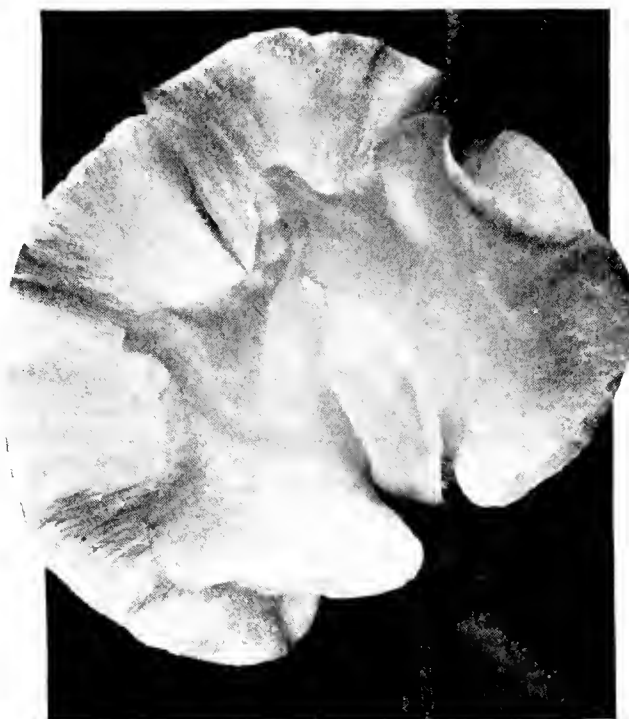
Miscellaneous Varieties

American Beauty. Rich, crimson rose.
Amethyst. Rich, bright purple.
Cattleya. Rosy lilac.
Harlequin. Chocolate bi-color.
Mauve Beauty. Rosy mauve.
Meadow Lark. Cream.

Price of any of above varieties.
1/2 oz...25c 1 oz...40c 4 oz...\$1.40
Lb.....\$4.50 2 lbs.....\$8.50

EARLY OR WINTER FLOWERING SPECIAL VARIETIES

	1/2 oz.	1 oz.	1/4 lb.	Lb.
Hope, best white	\$0.25	\$0.45	\$1.50	\$5.00
Ball Rose, Improved ..	.25	.45	1.50	5.00
Majestic Rose. Bright deep rose..	.25	.45	1.50	5.50
Prosperity. Soft rose with light cream shading35	.65	2.00	7.00
Eileen. Rich begonia rose	.65	1.25	4.00	15.00
Monterey. Clear geranium pink. Flushed salmon65	1.25	4.00	15.00
Success. Deepest of all pink varieties. ..	.65	1.25	4.00	15.00
Fragrance. Clear lavender30	.50	1.50	5.50
Eleanor. Light blue..	.35	.65	2.00	7.00
Memory. Clear rosy lavender ..	.65	1.25	4.00	15.00
Ball Orange. Clear deep orange30	.50	1.50	5.00
Lavanda. Clear lavender45	.80	2.60	9.00
Early flowering mixed.				
1/2 oz.....20c 1 oz.....35c				
4 oz.....\$1.10 Lb.....\$4.00				



Early Sweet Pea—"Hope." The "Last Word" in White Sweet Peas.

SPENCER'S LATE OR SUMMER FLOWERING

Austin. Frederick Improved. Giant lavender.
Avalanche. White.
Blue Bird. Rich blue.
Cattleya Queen. Rich rosy mauve.
Charming. Soft cerise.
Chieftain. Satiny mauve.
Constance Hinton. Black seeded white.
Countess Spencer. Rose pink.
Commander Godsall. Large violet-blue.
Crimson King. Giant deep carmine.
Doreen. Carmine.
Elfrida Pearson. Large pale pink.
Hawlmark Lavender.
Hawlmark Salmon-Pink. Rich, deep pink with salmon and orange.
Heavenly Blue. Delphinium blue.
Hercules. Giant pink.
Mary Pickford. Creamy salmon-pink.
Miss California. Cream-pink.
Mrs. Cuthbertson. Rosy-pink standard, white wings.
Mrs. Tom Jones. Bright blue; large.
Pinkie. Deep rose-pink.
Powers Court. Pure lavender; extra.
Prince of Orange. Deep orange.
Royal Purple.
Royal Scot. A fiery, deep cerise.
Warrior. Rich, reddish maroon flushed with bronze.
Welcome. Dazzling scarlet.
Youth. Large, white, pink picotee.
Extra Choice, Mixed.

Price of any of above varieties.
1 oz.....20c 4 oz.....50c Lb.....\$1.75

SPECIAL NOTE: We supply Sweet Pea seed to many of the largest growers in the U. S. A., and aim to list only varieties that obtain a keen demand in the cut flower markets. If you are in need of Sweet Pea seed in volume, please ask for special prices.



***SWEET ROCKET—Hesperis**

Bears spikes of snowy white, lilac and purple fragrant flowers. Mixed colors.
Tr. Pkt.....10c Oz.....50c

SWEET WILLIAM—Dianthus Barbatus

There is always a good demand for these beautiful free-flowering old-fashioned favorites. Very easily raised from seed.

Single Newport Pink. Salmony-rose or watermelon pink.

Tr. Pkt.....25c Oz.....\$1.00

Single Scarlet Beauty. Intense bright scarlet.

Tr. Pkt.....15c Oz.....\$1.00

Single White. Tr. Pkt.....15c Oz.....50c 1/4 lb.....\$1.75

Single Velvety Black Maroon. Tr. Pkt.....15c Oz.....50c 1/4 lb.....\$1.75

Single Extra Fine Mixed. All colors. Tr. Pkt.....15c Oz.....35c 1/4 lb.....\$1.25

Double-Flowering Giant Mixed. Very large.

Tr. Pkt.....15c Oz.....60c 1/4 lb.....\$2.25

SWEET WIVELSFIELD

Hardy annual with a great variety of colorings. Trusses similar to Sweet William but flowers are larger and more varied. Provides excellent cut flowers as well as a beautiful bedding plant.

Tr. Pkt.....25c Oz.....\$1.50

New Double Sweet Wivelsfield. (See novelty pages for illustration and description.) Tr. Pkt.....50c

TAGETES

Signata Pumila. Good bedding plant; flowers golden-yellow.

Tr. Pkt.....15c Oz.....75c

Signata Gamolepis. Bright orange. Extra dwarf form of above.

Tr. Pkt.....10c Oz.....75c 1/4 lb.....\$2.50

Signata Pumila "Little Giant" (New). Very dwarf, orange. Tr. Pkt.....35c

***THALICTRUM—Meadow Rue**

Dipterocarpum. Invaluable for cutting; the flowers are of charming shade of violet-mauve, which is brightened by a bunch of lemon-yellow stamens and anthers. Tr. Pkt.....35c Oz.....\$2.50

THUNBERGIA—Black-Eyed Susan

Mixed. Tr. Pkt.....15c Oz.....50c

TORENIA

Fournieri Grandiflora. Blue.

Tr. Pkt.....35c Oz.....\$2.50

***TRITOMA**

(Red-Hot Poker, Flame Tower, or Torch Lily)

Hybrida. It is not generally known that Tritomas are readily grown from seed.

Tr. Pkt.....25c Oz.....\$1.25

***TUNICA**

Saxifraga. A pretty tufted plant with light pink flowers; produced all summer; useful either for the rockery or the border.

Tr. Pkt.....20c Oz.....75c

***VALERIANA—Valerian**

Mixed. Showy, hardy border plants producing large corymbs of red or white flowers; fine for bouquets; mixed, 2 feet.

Tr. Pkt.....15c Oz.....60c

New Verbena Hybrida Grandiflora "SPECTRUM RED"

As its name implies, this magnificent Verbena is an intense bright red, brighter than any other Verbena yet introduced. Having absolutely no eye, the color is intensified, and its brilliance is quite dazzling. Individual florets are one and one-fourth inches in diameter. We strongly recommend this as the brightest Verbena in existence. Tr. Pkt.....50c 1/4 oz.....\$1.25 Oz.....\$4.00

New Verbena Hybrida Grandiflora "CERISE QUEEN"

A beautiful shade of soft salmon-cerise, quite new in Verbenas, making a charming addition to this group. It has immense individual flowers one and one-fourth inches in diameter on giant trusses, with fairly long stems, making this Verbena suitable for cutting. It is recommended to all who want a lively new color in Verbenas. Tr. Pkt.....50c 1/4 oz.....\$1.25 Oz.....\$4.00

A. B. C. GIANT FLOWERING VERBENAS

A magnificent new strain of Verbenas of robust compact habit and free blooming. The trusses are immense, the individual florets measuring fully an inch in diameter.

Alba. Large, pure white. Tr. Pkt.....25c

1/4 oz.....50c Oz.....\$1.60

Beauty of Oxford Hybrids. A valuable new strain. Rose Pink to Rose Red shades.

Tr. Pkt.....35c

1/4 oz.....85c Oz.....\$2.50

Carmine Ball (New) (Erect). Bright carmine. Tr. Pkt.....50c

1/4 oz.....\$1.25 Oz.....\$4.00

Coccinea. Scarlet. Tr. Pkt.....25c

1/4 oz.....50c Oz.....\$1.60

Etna. Intensive Geranium red, with small creamy-yellow eye. Tr. Pkt.....25c

1/4 oz.....50c Oz.....\$1.60

Giant Salmon-Pink. A true salmon-pink with white eye. Tr. Pkt.....25c

1/4 oz.....50c Oz.....\$1.60

Lavender Glory (New). A true lavender with a medium sized creamy eye which accentuates the lovely lavender tone.

Tr. Pkt.....25c 1/4 oz.....75c Oz.....\$2.50

Luminosa. Luminous flame, pink shading to salmon. Tr. Pkt.....25c

1/4 oz.....50c Oz.....\$1.60

Lucifer. Vivid scarlet. Tr. Pkt.....25c

1/4 oz.....50c Oz.....\$1.60

Rosea Stellata. Rose-pink, white eye.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.60

Rose Cardinal. Rose with large white eye.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.60

Royale. Royal blue, creamy white eye.

Tr. Pkt.....25c 1/4 oz.....75c Oz.....\$2.50

Violacea Stellata. Deep violet, white eye.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.60

Violet Bouquet (New). A new nana erecta verbena which will make a charming companion to the variety "Fireball."

Tr. Pkt.....35c 1/8 oz.....75c 1/4 oz.....\$1.35



Verbena (Hybrid) Beauty of Oxford

A. B. C. Giant Mixed. Tr. Pkt.....25c

1/4 oz.....40c Oz.....\$1.40 1/4 lb.....\$3.50

Fireball—Bright Scarlet. (Dwarf, compact.) 6 in.

Tr. Pkt.....25c 1/4 oz.....65c Oz.....\$2.25

Compacta Erecta Choice Mixed.

Tr. Pkt.....25c 1/4 oz.....65c Oz.....\$2.00

VERBENA VENOSA

Heliotrope Blue. This makes an exceptional bedding plant when combined with Dwarf White Sweet Alyssum. (Sow early.)

Tr. Pkt.....25c Oz.....\$1.50

Venosa Lilacina (New). Delicate lavender blue. Tr. Pkt.....50c

Lemon Verbena. Tr. Pkt.....35c

1/4 oz.....85c Oz.....\$3.00

***VERONICA—Speedwell**

Spicata. Tr. Pkt.....25c Oz.....\$1.50

VINCA—Periwinkle

An excellent bedding plant. (Sow seed early.) Tr. Pkt. Oz.

Alba Pura. Pure white....\$0.15 \$0.85

Alba. White with eye.... .15 .85

Delicata. Soft pink..... .15 .85

Rosea. Pink15 .85

Mixed15 .75

VIOLA CORNUTA

Apricot. Tr. Pkt.....50c

Jersey Gem. Deep violet-blue. Tr. Pkt.....75c

Dark Blue, Mauve, Light Blue, Pure White or Yellow. Tr. Pkt.....35c Oz.....\$2.00

Mixed. Tr. Pkt.....25c Oz.....\$1.75

WALLFLOWER

Well-known deliciously fragrant half hardy perennials.

Single Mixed. All colors.

Tr. Pkt.....15c Oz.....50c

Double-Flowering Finest Mixed.

Tr. Pkt.....25c Oz.....\$2.50

"Early Wonder." Annual. Early forcing, double mixed.

Tr. Pkt.....50c 1/4 oz.....\$1.00

Early Wonder Violet. Tr. Pkt.....50c

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

FOR LIST OF VERBENA PLANTS SEE BACK PAGES

**BODGER'S FAMOUS "GOLD MEDAL" ZINNIAS FOR
CUT FLOWERS AND GARDEN SHOW**

ZINNIAS FOR THE FLORIST

Few flowers have exhibited greater improvement at the hands of hybridizers than the Zinnias, and their improvement has been matched with a corresponding increase in public favor. For those getting started with Zinnias, it should be emphasized that the nature of the plants demands plenty of warmth. This is explained by the fact they are native to Mexico. This temperature requirement also, of course, applies to their seed germination, which will be a certain failure in a cold, wet soil. The warm end of a carnation house or, say, a temperature of around 55 to 60 degrees nights will germinate it.

**DAHLIA FLOWERED
PRIME FAVORITES FOR
CUT FLOWERS**

The plants are of medium height, 2 to 3 feet, very robust, bearing many long stems of the fully double, huge flowers which resemble the show type of Dahlia.

Attraction. Distinct shade of brick red.

Canary Bird. Delicate shade of primrose.

Crimson Monarch. Best of red shades.

Dream. Fine deep lavender turning to purple.

Exquisite. Light rose with center a deep rose (Tyrian Rose).

**DAHLIA FLOWERED
(Continued)**

Golden State. A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.

Golden Dawn. Golden yellow.

Illumination. Striking self color of deep rose (Tyrian Rose).

Luminosa. Bright deep pink, with a light suffusion of salmon.

Meteor. Rich, glowing deep red, the darkest of all red shades.

"Old Gold." Deep and lighter shades of old gold.

Old Rose. Real old rose shade.

Oriole. Orange and gold bicolor.

Purple Prince. Fine deep purple.

Polar Bear. A very large, pure white—the best white yet seen in Zinnias.

Scarlet Flame. A large, beautiful, bright scarlet, with a beautiful blending of orange throughout the petal. This is not a bicolor.

Youth. A beautiful soft rose self.

Price: Each of above—

Extra Size Trade Packet.....25c

1/4 oz.....40c Oz.....\$1.25

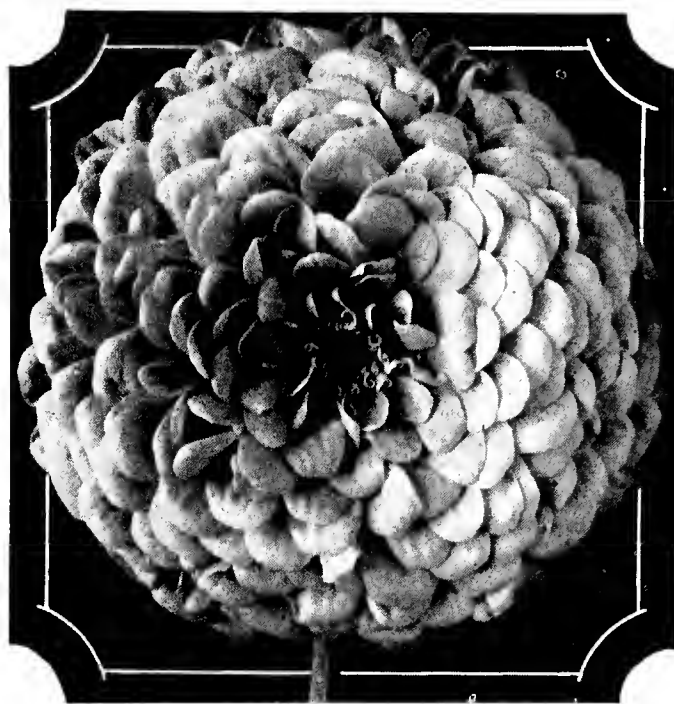
1/4 lb.....\$4.50 Lb.....\$12.00

Special Offer—One Extra Size Trade Packet, each of any seven varieties selected from list above.....\$1.50

Gold Medal Mixture. A well-blended mixture contained the named varieties. Tr. Pkt.....25c

1/4 oz.....35c Oz.....\$1.00

1/4 lb.....\$3.25 Lb.....\$10.00



Zinnia "Dahlia Flowered"

ELEGANS PUMILA DWARF DOUBLE

(Cut and Come Again)

A most desirable type for bedding as well as cut flowers.

Bright Scarlet, Canary Yellow, Carmine Red, Crimson, Flesh, Golden Orange, "Pinkie" (Rose Pink), White, Violet.

Price: Each of above—Tr. Pkt.....10c

Oz.....50c 1/4 lb.....\$1.50

Salmon Rose, a pleasing shade largely used by florists in basket work. Tr. Pkt.....15c

Oz.....60c 1/4 lb.....\$2.25

Choicest Mixed. Tr. Pkt.....10c

Oz.....35c 1/4 lb.....\$1.00

**GIANT CALIFORNIA OR MAMMOTH
FLOWERED ZINNIAS**

Introduced in 1926 by Bodger, the originators of worth-while Zinnias. This type has rapidly gained in popularity. The plants are taller than the Dahlia flowered type, 3 to 4 ft., with long stems which adapt it particularly for use as a cut flower. Flowers are very large and flat, giving a graceful effect.

Brightness. Bright, deep rose.

Cerise Queen. Another new color we have added which should be in all collections. It is very bright and very striking.

"Daffodil." Bright canary yellow resembling narcissus King Alfred in color. Very fine.

"Enchantress." Light rose, deep rose center.

Golden Queen. Golden yellow.

Grenadier. Bright dark red.

Lavender Gem. Deep lavender turning to purple.

Miss Willmott. Soft pink.

Orange King. Cadmium or orange scarlet.

Orange Queen. Golden orange.

Purity. White.

Rose Queen. Bright rose.

Salmon Queen. Salmon rose.

Scarlet Gem. Glowing scarlet.

Violet Queen. Deep violet to purple.

Price: Each of above—

Extra Size Tr. Pkt.....25c

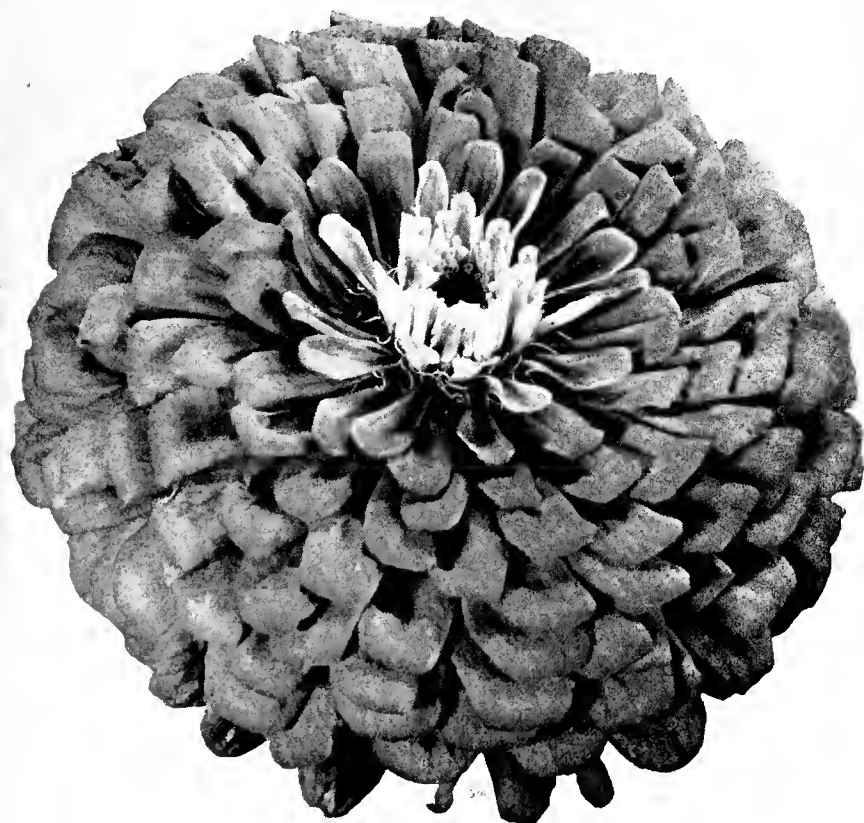
1/4 oz.....35c Oz.....\$1.00

1/4 lb.....\$3.50 Lb.....\$11.00

Finest Mixed. A splendid mixture, containing a large range of colors. Extra Size Tr. Pkt.....15c

1/4 oz.....30c 1/2 oz.....50c

Oz.....85c Lb.....\$10.00



Zinnia, "California Giant or Mammoth"

LILIPUT ZINNIAS HAVE OBTAINED THE GREATEST FAVOR FOR CUT FLOWERS



"Supreme" Quality



Flower Seeds



Zinnia New Fantasy Mixture

BODGER'S FAMOUS "GOLD MEDAL" ZINNIAS FOR
CUT FLOWERS AND GARDEN SHOW

New Chrysanthemum Flowered ZINNIA "FANTASY"

(See Illustration)

The outstanding ZINNIA novelty of 1935

(Given an AWARD OF MERIT by the "ALL AMERICAN" COUNCIL, 1934)

The strikingly attractive and beautiful flowers are three inches in diameter, in the brilliant colors of the improved large flowering sorts and there are newer and unusual pastel shades.

The flowers are borne on long, strong stems covering the well rounded, bushy plants with color.

The flowers keep well when cut. Picking the blooms freely causes the plants to branch and increases the production of flowers. Those forming at an angle are held in that position without drooping. The plants are quite free from insects and disease. They grow where any garden plant can be grown, doing best in full sun, but thrive also in partial shade.

Does well under glass for cut flowers.

Tr. Pkt. 50c 1/4 oz. 75c Oz. \$2.50

CROWN OF GOLD MIXTURE

The aristocrat among Zinnias—each petal of the flower is overlaid with a deep golden-yellow at the base, while carrying out the individual flower color at the tip. The color range includes the popular florist shades: Old Rose, Cream, Yellow, Carmine, Red, Pink, etc., in mixture.

Tr. Pkt. 25c 1/4 oz. 40c Oz. \$1.50
Desert Gold (New). New Yellow shades.
Tr. Pkt. 25c 1/4 oz. 75c Oz. \$2.50

"EARLY WONDER"

The first of a new race of dwarf Zinnias, from 12 to 15 inches high, which produce masses of Pomila type flowers forty-five days from time of planting.

"FIERY SALMON CERISE PINK"

Tr. Pkt. 25c 1/4 oz. 60c Oz. \$2.00

ROSE PINK

Tr. Pkt. 25c 1/4 oz. 60c Oz. \$2.00

Haageana (Mexican Hybrids) New.

Tr. Pkt. 25c Oz. \$1.25

Small flowered dwarf for borders and cut flowers.

IMPROVED "LILLIPUT"

Small double flowers. These small flowered Zinnias are becoming wonderfully popular throughout the country as a cut flower particularly the "Salmon Rose." For basket work they are superb and likewise prove desirable as a pot plant.

Canary Yellow, Crimson, Deep Flesh, Golden Orange, Lilac, Salmon Rose, White, Red Riding Hood (Scarlet), Valencia, Burnt Orange, Purple. Price: Each of above—

Tr. Pkt. 15c Oz. 75c 1/4 lb. \$2.50

"Rose Bud" (New) Rose Pink.

Tr. Pkt. 15c Oz. 75c 1/4 lb. \$2.50

Choicest Mixed.

Tr. Pkt. 15c Oz. 60c 1/4 lb. \$2.00

PUMILA PICOTEE "DELIGHT"

Considered by many to be the best cut flower Zinnia on the market. Salmon Rose.

Tr. Pkt. 25c Oz. \$1.50 1/4 lb. \$5.00

Finest Mixed, including a selection of florists' shades.

Tr. Pkt. 20c Oz. 75c 1/4 lb. \$2.50

SEE PREVIOUS PAGE FOR CONTINUED LIST
OF ZINNIAS

SCABIOUS FLOWERED MIXTURE

Tr. Pkt. 25c Oz. \$2.00

Medium size flowers resembling Annual Scabiosas.

LILLIPUT "TOM THUMB" MIXTURE

Desirable for rock gardens. A good range of colors. Mixed.

Tr. Pkt. 25c Oz. \$1.25



Zinnia "Scabious Flowered"

ZINNIAS SHOULD NOT BE PLANTED OUT IN THE NORTH UNTIL EARLY JUNE

GROW VEGETABLE PLANTS

For Home Garden Trade

A. B. C. "SUPREME" QUALITY VEGETABLE SEEDS

Numerous florist-growers throughout the United States annually realize a handsome profit in the supplying of vegetable plants to their home garden customers; especially tomato plants, for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

NOTE: Where not otherwise quoted, we supply ½ Oz. at Oz. rate.



Cabbage "Marion Market" Yellow-Resistant

SPECIAL NOTE! We can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

BEETS

	Oz.	¼ lb.	Lb.
Detroit. Dark Red selected stock	\$0.15	\$0.45	\$1.25
Crosby's Egyptian. Selected15	.45	1.25

BRUSSELS SPROUTS

	Oz.	¼ lb.	Lb.
Improved Dwarf	\$0.25	\$0.65	\$2.00

CABBAGE

Early Oblong Varieties

	Oz.	¼ lb.	Lb.
Jersey Queen. (Yellow-Resistant)	\$0.30	\$0.90	\$3.00
Early Jersey Wakefield25	.70	2.25
EARLY FLAT AND ROUND VARIETIES:			
Copenhagen Market..	.30	.85	2.75
Marion Market. (Yellow-Resistant)40	1.25	4.00
Golden Acre40	1.25	4.00
Early Flat Dutch.....	.25	.65	2.00
All Seasons25	.65	2.00
Globe Glory. (Yellow-Resistant)50	1.50	5.00
MAIN CROP SORTS:			
Premium (Late) Flat Dutch25	.70	2.25
Chinese or Celery Cabbage25	.75	2.50
American Drumhead.25	.70	2.25
Danish Ball Head. (Dwarf Amager)....	.30	.85	2.75
Hollander. (Yellow-Resistant)35	1.00	3.50
Dutch Winter or Hollander25	.75	2.50

CABBAGE (Cont'd)

	Oz.	¼ lb.	Lb.
SAVOY CABBAGE:			
Improved American..	\$0.30	\$0.80	\$2.50
RED CABBAGE:			
Mammoth Rock Red..	.30	.90	3.00

CARROT

	Oz.	¼ lb.	Lb.
Danvers Half Long...	\$0.15	\$0.35	\$1.00
Chantenay15	.35	1.00
Guerande or Ox Heart .15	.35	1.00	

CAULIFLOWER

	Pkt.	¼ oz.	½ oz.	Oz.	¼ lb.	Lb.
New Snowball	\$0.25	\$0.70	\$1.25	\$2.25	\$8.00	
Earliest Dwarf						
Erfurt25	.70	1.25	2.25	8.00	
Dry Weather						
Super25	.70	1.25	2.25	8.00	
Snowball .	.25	.70	1.25	2.25	8.00	

CELERY

	Oz.	¼ lb.	Lb.
Golden Self Blanching Dwarf	\$0.60	\$1.75	\$6.00

CELERY, ROOT

	Oz.	¼ lb.	Lb.
Large Smooth Prague.	\$0.30	\$0.90	\$3.00
(Pkt. 10c)			

CUCUMBER

	Oz.	¼ lb.	Lb.
Evergreen or Extra Long White Spine...	\$0.20	\$0.70	\$2.25
Arlington White Spine .20	.70	2.25	

CUCUMBER (Cont'd)

	Oz.	¼ lb.	Lb.
Improved Long Green..	\$0.25	\$0.85	\$2.75
Chicago Pickle25	.75	2.50

EGG PLANT

	Oz.	¼ lb.	Lb.
Black Beauty	\$0.50	\$1.50	\$5.00
Improved New York Purple50	1.50	5.00

ENDIVE

	Oz.	¼ lb.	Lb.
Green Curled Summer..	\$0.15	\$0.45	\$1.25
Full Hearted20	.50	1.50

KALE OR BORECOLE

	Oz.	¼ lb.	Lb.
Excelsior Moss Curled..	\$0.15	\$0.40	\$1.25

KOHLRABI

	Oz.	¼ lb.	Lb.
Short-Leaved Early Erfurt	\$0.25	\$0.75	\$2.50
Early White Vienna..	.20	.65	2.25
Early Purple Vienna..	.25	.70	2.50

LEEK

	Oz.	¼ lb.	Lb.
Large Musselburg ...	\$0.25	\$0.70	\$2.50

LETTUCE

	Oz.	¼ lb.	Lb.
LEAF VARIETIES:			
Black Seeded Simpson	\$0.15	\$0.35	\$1.00
Grand Rapids Forcing	.25	.60	1.75
CABBAGE AND HEAD VARIETIES:			
All Seasons20	.50	1.50
May King15	.40	1.25

IMPORTANT NOTE! Because of severe drought conditions the past growing season and consequent scarcity of many seed stocks we must qualify all quotations on vegetable and grass seeds as being "Subject to Market Changes." However, we will maintain figures quoted in this book so far as possible. It is urged however, that prospective buyers arrange for their needs in this line at the earliest possible time in order to avoid the possibility of advance in price later on.—A. B. C.

NOTE: Where not otherwise quoted, we supply ½ Oz. at Oz. rate.

VEGETABLE SEEDS CONTINUED ON NEXT PAGE



Radish, Early Scarlet Globe

VEGETABLE SEEDS (Cont'd)

LETTUCE (Cont'd)

	Oz.	¼ lb.	Lb.
All Season	\$0.20	\$0.50	\$1.50
Big Boston20	.50	1.50
New York or Wonderful25	.65	2.00
Prize Head15	.40	1.25
Paris White Cos.....	.15	.40	1.25

MUSKMELON

	Oz.	¼ lb.	Lb.
Extra Early Osage...	\$0.15	\$0.40	\$1.25
Paul Rose15	.40	1.25
Rocky Ford15	.40	1.25
Honey Dew20	.50	1.50
Honey Rock20	.50	1.50

ONION

	Oz.	¼ lb.	Lb.
Lge. Red Wethersfield.	\$0.30	\$0.90	\$3.00
Ohio Yellow Globe...	.50	1.50	5.00
Ideal White Globe...	.50	1.50	5.00

PARSLEY

	Oz.	¼ lb.	Lb.
Champion Moss Curled.	\$0.15	\$0.30	\$0.80
Hamburg Rooted.....	.20	.45	1.25

PEPPER

	½ oz.	Oz.	¼ lb.
Magnum Dulce Largest.	\$0.30	\$0.50	\$1.50
Sweet Mountain.....	.20	.35	1.25
Bull Nose (Hot).....	.20	.40	1.25
Large Bell (Sweet)...	.20	.40	1.25
Cayenne Long Red...	.25	.40	1.25
Ruby King20	.35	1.00
Pimento20	.30	.90
Hungarian35	.60	1.75
California Wonder...	.35	.60	1.75

NOTE! If you are in the market for vegetable seeds other than listed in these pages, please write for special prices. We supply all standard kinds at market prices.

A. B. C. "SUPREME" QUALITY VEGETABLE SEEDS (Cont'd)

PUMPKIN

	Oz.	¼ lb.	Lb.
Winter Queen...	\$0.15	\$0.35	\$1.00
Japanese Pie...	.15	.40	1.25
Small Sugar Pie10	.25	.75

RADISH

	Oz.	¼ lb.	Lb.
Cincinnati Market. Long scar-			
let	\$0.15	\$0.25	\$0.60
Scarlet Turnip			
White Tip			
Sparkler)10	.25	.60
Improved Scar-			
let Globe (select)	.15	.30	.90
Early Scarlet			
Globe10	.25	.60
Early Scarlet			
Globe, White Tip	.10	.30	.90
Improved French			
Breakfast10	.25	.75
Brightest Long Scarlet	.10	.20	.65
20-Day Forcing10	.30	.80
White Icicle10	.25	.70

SPINACH

	Lb.
Long Standing	\$0.35
Round Leaved30
New Zealand65

SWISS CHARD

	Oz.	¼ lb.	Lb.
Cut and Come Again.	\$0.10	\$0.30	\$0.85

SQUASH

	Oz.	¼ lb.	Lb.
Boston Marrow.....	\$0.15	\$0.35	\$1.00
Summer Crookneck..	.15	.35	1.00
Golden Hubbard25	.40	1.25
Original Hubbard20	.50	1.50

TOMATO

	Oz.	¼ lb.	Lb.
Bonny Best	\$0.30	\$0.90	\$3.00
Chalk's Early Jewel..	.35	.90	3.00
Crimson Cushion or			
Beefsteak50	1.50	4.75
Dwarf Champion40	1.25	4.25
Dwarf Stone40	1.25	4.75
Earliana30	.90	3.00
Early Detroit40	1.25	4.50
Golden Ponderosa60	1.70	6.00
Golden Queen40	1.25	4.25
Greater Baltimore30	.85	2.75
John Baer30	.90	3.00
June Pink40	1.25	4.25
Marglobe40	1.25	4.00
Matchless30	.80	2.75
Ponderosa50	1.75	5.00
Oxheart75	2.50	9.00
Stone Improved30	.90	3.00
Yellow Pear50	1.50	5.00
Yellow Plum50	1.50	5.00

IDEAL FORCING TOMATO

We consider "Ideal" as being of exceptional quality for under-glass culture and highly recommend same.

Oz.....	\$3.00	¼ lb.....	\$10.00
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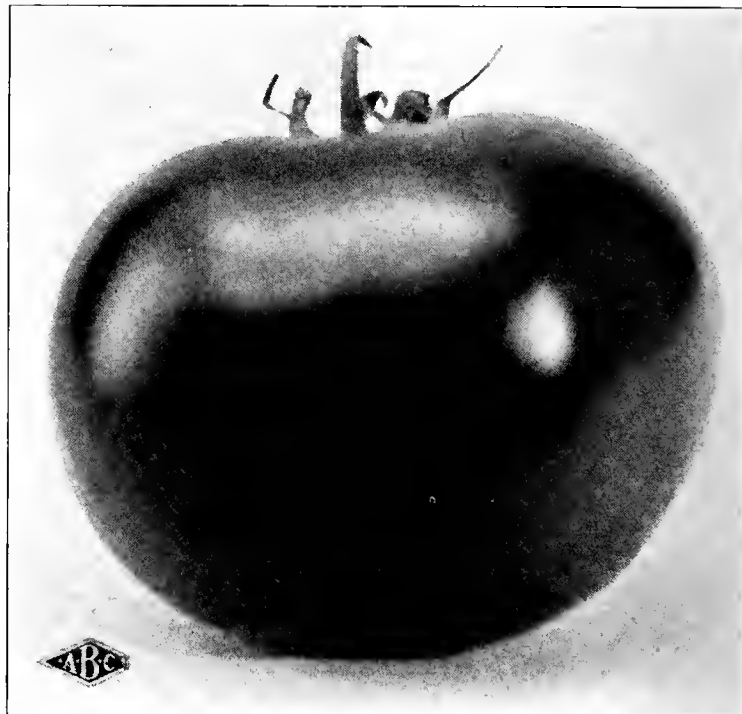
DIENER'S NEW BLIGHT-RESISTING TOMATO

"VENTURA"

(Diener's Description)

"Ventura" is the most perfect Tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. "Ventura" has a very delicious taste, it being a seedling of the Diener tomato, which is known for its wonderful flavor when canned. It is extremely free bearing.

Pkt...25c Oz...\$1.00
Lb...\$14.00



Diener's Tomato—New Blight-Resisting

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixture"). Put up in attractive cloth bags printed green; one-, two-, three-, five-, ten-, fifteen- and twenty-five-pound

bags. Price 25c per pound in any quantity. Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED IN BULK

25 lbs....	\$6.50	50 lbs....	\$12.75	100 lbs....	\$25.00
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(Prices on Grass Seed Subject to Market Changes)

A. B. C. "SUPREME QUALITY" HARDY PERENNIAL PLANTS

The following list of varieties suggests "worth-while" kinds which are particularly desirable for the florist to grow **FOR CUT FLOWER PURPOSES.**

A fair sized planting of same will furnish blooms in abundance when greenhouse flowers are usually in comparatively short supply.

WE ARE IN POSITION TO SUPPLY the product of some 200 acres of the **CHOICEST PERENNIAL PLANTS, PEONIES, ETC.,** in this country. If you do not find in this list the desired items, please write us about your needs and in all probability we will be able to quote you to advantage.—A. B. C.

ACHILLEA Milfoil or Yarrow

Achilleas are of easy culture and grow in any good garden soil, preferring sunny locations. For cutting they are outstanding.

Boule De Neige. (Ball of Snow). Wonderful for cut flowers or garden. Blooms in June. A good filler, grows 12 to 15 inches high, double white flowers in umbels.

Per 10.....\$1.00 Per 100.....\$7.00

Filipendulina. Grows 2 to 3 feet high, flowers bright yellow, in flat heads, and with lace-like foliage. June to September. Good flower for basket work.

Per 10.....\$1.00 Per 100.....\$7.00

Millefolium Roseum. (Rosy Milfoil). Finely cut deep green foliage, pink flowers in dense heads and found all summer. 12 inches high.

Per 10.....\$1.00 Per 100.....\$7.00

Perry's White. 1 to 2 feet June to August. Nothing better for cutting. An excellent filler. The whitest of all Achilleas, and an outstanding favorite with florists for summer flowers.

Per 10.....\$1.00 Per 100.....\$7.00

Ptarmica, Fl. Pl. "The Pearl." Pure white flowers borne in the greatest profusion on strong erect stems the entire summer, 2 feet high. As a summer cut flower it is of great value. An excellent variety for use in sprays.

Per 10.....\$1.00 Per 100.....\$7.00

ACONITUM

Monkshood or Helmet Flower

Fischeri. A dwarf variety growing 30 inches high, with very large pale blue flowers in September and October. Decorative foliage even when not in flower. A very attractive plant in a Perennial planting.

Per 10.....\$1.25 Per 100.....\$8.00

ANTHEMIS Hardy Marguerite

Tinctoria (Kelway's Variety). Handsome finely cut foliage, and daisy-like yellow flowers produced all summer. Succeeds well in the poorest soil, excellent for cut flowers.

Per 10.....\$1.00 Per 100.....\$7.00

AQUILEGIA OR COLUMBINE

The Columbines are among the most elegant and beautiful hardy plants, producing their graceful spurred flowers on stems rising two feet or more above the beautifully divided foliage. The following varieties are all suitable for cutting and are attractive when used with other flowers. **Crimson Star.** This is an entirely new Aquilegia. It is by far the most striking of the Long Spurred. Color rich dark crimson with white corolla. Because of its bright color, we believe that our customers will find this variety of great value for cut flower use.

Per 10.....\$2.00 Per 100.....\$15.00

AQUILEGIA or COLUMBINE (Continued)

Dobbie's Imperial Hybrids. A very fine assortment by a European hybridizer which will be sure to charm you by its beauty.

Per 10.....\$1.50 Per 100.....\$10.00

Jaetschui. A lovely large flowered yellow with most attractive Peach Red long spurs, an extra good new variety. 36 inches.

Per 10.....\$1.00 Per 100.....\$7.00

Long Spurred Hybrids. We offer an unusually choice strain of these lovely hybrids, ranging in color tones from creamy white and yellow to bronze red and blue shades. No two plants resemble each other in color, and the combination of shades found in this selection defies description.

Per 10.....\$1.00 Per 100.....\$7.00

Mrs. Scott Elliott Hybrids. There is not a better mixture grown in the world. Wonderful colors and color combinations, with very long spurred flowers. Colors range through shades of lavenders, mauves, blues, purples, whites, creams, yellows, pinks, reds, etc.

Per 10.....\$1.50 Per 100.....\$10.00

ARTEMESIA

Lactiflora. Producing large, branching panicles of sweet scented, creamy white flowers, excellent for cutting. Three to four feet, August-September. A perennial you should have on hand for bouquets.

Per 10.....\$1.25 Per 100.....\$8.00

Silver King. Unquestionably one of the best all around decorative plants. Its bright silver-colored stems and foliage are of great value as a filler for bouquets, sprays, baskets, or all sorts of floral pieces. By cutting and drying the stems it is very valuable in the winter for filler. Florists in our districts paid high prices for their supplies last winter. It is a showy plant in the perennial border or among shrubbery. Height 30 inches. When used in basket work with colored roses the effect is a feast for the eyes. We supply large field grown clumps.

Per 10.....\$1.25 Per 100.....\$8.00

Stelleriana (Old Woman). Deeply cut silvery white foliage. Much used in carpet bedding. 18 inches.

Per 10.....\$1.00 Per 100.....\$7.00

HARDY ASTERS

Michaelmas Daisies

The showy colors and the variety of shades represented among Aster varieties help florists to obtain a great variety of effects with them in floral pieces.

Climax. One of the best and showiest, with large pyramidal spikes of large, light lavender blue flowers. Very free. 5 feet.

Per 10.....\$1.25 Per 100.....\$8.00

White Climax.

Per 10.....\$1.25 Per 100.....\$8.00

ASCLEPIAS Butterfly Weed

Tuberosa. Very showy native plants, about 2½ feet high producing flowers of brilliant orange-scarlet during July and August. Nice for cutting.

Per 10.....\$1.25 Per 100.....\$8.00

THE BUDDLEIA

Butterfly Bush or Summer Lilac

The Buddleia are without question one of the most valuable items for florists.

Farquhari. A low-growing pendulous, spreading shrub, with rich green foliage and silver reverse, bearing in late summer, long racemes of purple flowers.

Per 10.....\$2.00 Per 100.....\$15.00

Variabilis Alternaefolia. Unlike all other Butterfly bushes this variety is hardy and does not freeze down in the winter. Charming lilac-purple flowers borne on long arching branches. Profuse in flower throughout the Autumn and Fall. Beautifully distinct foliage.

Per 10.....\$2.00 Per 100.....\$15.00

NEW BUDDLEIA ILE DE FRANCE

Here is an entirely different Buddleia. For brilliance of color, grace of its flower spikes and uniform habit of growth this new Buddleia greatly surpasses all other varieties. Their fragrance adds another feature to their beauty.

Per 10.....\$2.50 Per 100.....\$20.00

CARNATION CRIMSON KING

The color being very rich red, it works up wonderfully well with all sorts of other flowers. Particularly fine for basket work. Pot Plants—

25..\$2.50 100..\$8.00 1000..\$75.00

HARDY CARNATIONS

Resembles most of all the indoor Carnations, blooming in great abundance all summer, in the most magic colors, flowers being semi- to full-double. Excellent for cutting and very hardy. By cutting all flowers off, the life of the plant is maintained and it renews itself and starts new growth of the top and roots.

Grenadian Rose Queen. An attractive delicately colored flower that fills a great variety of uses for summer cut flowers. A beautiful landscape flower as well.

Per 10.....\$1.00 Per 100.....\$7.00

Grenadin Red. A large flowering type. Very desirable for garden or cutting.

Per 10.....\$1.00 Per 100.....\$7.00

Grenadin Scarlet.

Per 10.....\$1.00 Per 100.....\$7.00

Grenadin Pink. An attractive delicately colored flower that fills a great variety of uses for summer cut flowers. A beautiful landscape flower as well.

Per 10.....\$1.00 Per 100.....\$7.00

Grenadin White. White form of the above. Extremely desirable plant of the easiest culture.

Per 10.....\$1.00 Per 100.....\$7.00

GYPSOPHILA "BRISTOL FAIRY" PROVIDES EXCEPTIONAL CUT FLOWERS



HARDY PERENNIAL PLANTS

CENTAUREA

Knapweed

Of easy culture, delighting in an open, sunny position, producing a wealth of bloom excellent for cutting.

Montana (Perennial Cornflower). Grows 2 feet high, bearing large violet-blue flowers from July to September.

Per 10.....\$1.00 Per 100.....\$7.00

Montana Alba. Pure white form of the above.

Per 10.....\$1.00 Per 100.....\$7.00

Rigidifolia Rosea. About 20 inches high, branched stems and pink flowers.

Per 10.....\$1.25 Per 100.....\$8.00

CENTAUREA MACROCEPHELA

This plant gained prominence at the F. T. D. School in Cleveland. There were large quantities of it used in the making of all types of floral pieces. The flowers are large thistle-like, golden yellow on erect stems. They can easily be worked into almost any floral arrangement and on account of the size of flowers they are very noticeable, in fact, in many arrangements they are outstanding.

Per 10.....\$1.50 Per 100.....\$10.00

CHEIRANTHUS

Siberian Wallflower

Allioni. A beautiful rock plant. Dazzling fiery orange flowers, on stems about a foot high. Best used as a biennial as it frequently blooms itself to death.

Per 10.....\$1.00 Per 100.....\$7.00

CHELONE

Turtle-head or Shellflowers

Hardy herbaceous perennials, closely allied to the Pentstemon, and of easy culture. The flowers, which are borne on 2 to 3 foot stems, resemble a turtle's head and are most useful for cutting.

Lyoni. Heads of showy purplish red flowers.

Per 10.....\$1.25 Per 100.....\$8.00

Lyoni Alba. White form of the preceding.

Per 10.....\$1.25 Per 100.....\$8.00

HARDY CHRYSANTHEMUM

Standard Varieties

ALL OF THE FOLLOWING
SUPPLIED IN STRONG FIELD CLUMPS
For prices on Rooted Cuttings and Pot Plants, see above.

Our assortment listed here represents by far the finest in the list of standard Chrysanthemums.

Adironda. Small, compact, aster-flowered variety of medium height. Plant covered with golden bronze flowers early in the season.

Per 10.....\$1.00 Per 100.....\$7.00

Alice Howell. Orange bronze.

Per 10.....\$1.00 Per 100.....\$7.00

Autumn Glow. Rose-crimson. Large flowers.

Per 10.....\$1.00 Per 100.....\$7.00

Carrie. Deep yellow. A beauty.

Per 10.....\$1.00 Per 100.....\$7.00

HARDY CARNATION
"CRIMSON KING"
PROVIDES DESIRABLE
CUT FLOWERS

HARDY CHRYSANTHEMUMS Standard Varieties (Continued)

All of the Hardy Chrysanthemums on this page supplied in strong field clumps at prices quoted below. We can also supply same in strong rooted cuttings at \$4.00 per 100, \$30.00 per 1000 and from 2-inch pots at \$6.50 per 100, \$60.00 per 1000.

Doris. A bronze variety with very short crisp petals.

Per 10.....\$1.00 Per 100.....\$7.00

Elkton. Profuse, very compact, multi-petaled flowers of dollar size, bluish white slightly tinged lavender.

Per 10.....\$1.00 Per 100.....\$7.00

Eva. Dwarf, deep pink, early. Large flowers.

Per 10.....\$1.00 Per 100.....\$7.00

Excelsior. In habit much the same as White Doty but with most brilliant golden yellow flowers. It is perhaps more prolific, certainly an easily grown and most satisfactory variety.

Per 10.....\$1.00 Per 100.....\$7.00

Fred Peele. A very pretty button yellow petals tipped maroon.

Per 10.....\$1.00 Per 100.....\$7.00

Fields of Snow. Pure white button.

Per 10.....\$1.00 Per 100.....\$7.00

Golden Queen. Large yellow.

Per 10.....\$1.00 Per 100.....\$7.00

Indian. Late flowering, very hardy variety, of medium height. Flowers are shaggy and of peculiarly pleasing coppery red shade. A good sort.

Per 10.....\$1.00 Per 100.....\$7.00

Irene. A true white pompon type; one to one and one-quarter inches in diameter. Upright wiry stems. Height three feet.

Per 10.....\$1.00 Per 100.....\$7.00

Iva. Dwarf bronze, wonderfully free flowering.

Per 10.....\$1.00 Per 100.....\$7.00

Japanese Mountain. They will grow to a wild bush if left by themselves. If pinched two or three times good shaped bushes can be obtained. By properly pinching and staking, you can grow them to showy and artistic weeping styles of hanging or spray pot plants which should find a ready market.

Per 10.....\$1.00 Per 100.....\$7.00

L'Argentuilas. Bronze flowers tipped yellow, of medium height. Early large flowering.

Per 10.....\$1.00 Per 100.....\$7.00

Lady Schmidt. Beautiful lilac-rose Anemone flower showing up golden centers. Very sweetly scented giving an abundance of flowers from October until frost.

Per 10.....\$1.00 Per 100.....\$7.00

Little Bob. Bronze button.

Per 10.....\$1.00 Per 100.....\$7.00

Marie Antoinette. Deep pink.

Per 10.....\$1.00 Per 100.....\$7.00

Mrs. F. H. Bergen. Midseason, flowering of medium height. Large, pale pink flowers with deep pink centers.

Per 10.....\$1.00 Per 100.....\$7.00

Mrs. H. Harrison. Medium height. Plant produces large clusters of fine, full double pink flowers with cream-pink center. Excellent pompon.

Per 10.....\$1.00 Per 100.....\$7.00

Nelma Putnam. The outer petals of this variety are rose pink shading pinkish bronze in the center and the very center of the flower is creamy yellow. The color effect is very pretty.

Per 10.....\$1.00 Per 100.....\$7.00

Normandie. One of the earliest and best cream whites. Flowers in September.

Per 10.....\$1.00 Per 100.....\$7.00

Old Homestead. A buff pink, one of the best.

Per 10.....\$1.00 Per 100.....\$7.00

Ouray. Medium height, early flowering. Flowers are good sized pompons about 1½ inches in diameter, carried on strong, stiff stems. Color is a very brilliant, dark scarlet with copper glow.

Per 10.....\$1.00 Per 100.....\$7.00

Philadelphia. Early deep rose aster.

Per 10.....\$1.00 Per 100.....\$7.00

Scarlet Beauty. A late sort which produces a myriad of beautiful pure scarlet flowers. Deserves a place in every garden.

Per 10.....\$1.00 Per 100.....\$7.00

Skibo. A very early-flowering pompon type of medium height. Plant covered with blossoms which open bronze, changing to a rich yellow retaining a small bronzy center. Flowers about 1½ inches across. Very hard variety.

Per 10.....\$1.00 Per 100.....\$7.00

Summer Gold. Early flowering type, medium sized yellow flower.

Per 10.....\$1.00 Per 100.....\$7.00

Uvalda. The earliest white, sometimes shows a slight shade of pink when first opening but becomes pure white when fully developed.

Per 10.....\$1.00 Per 100.....\$7.00

Victory. Pure white. Very large flowering type.

Per 10.....\$1.00 Per 100.....\$7.00

White Doty. Late flowering, tall and upright, very stiff stem carries flowers high, where they will not get soiled. A splendid pure white pompon.

Per 10.....\$1.00 Per 100.....\$7.00

CHRYSANTHEMUM MAXIMUM

Shasta Daisy or Moonpenny

They hold an important position as desirable cut flowers.

Alaska. A decided improvement on the original; with blooms 4½ to 5 inches across of pure glistening white. Very free-flowering and in bloom all summer and fall. 2 feet.

Per 10.....\$1.00 Per 100.....\$7.00

Leucanthemum King Edward VII. Immense beautiful pure white flowers, on tall stems. July to September. 3 feet.

Per 10.....\$1.00 Per 100.....\$7.00

Mrs. C. Lowthian Bell. This magnificent white Daisy is undoubtedly the largest flowered of its class. Flowers frequently measure six inches across with very broad petals of great substance. 2½ to 3 feet. Extra for Florist's use.

Per 10.....\$1.00 Per 100.....\$7.00

Elder Daisy. This Daisy is now recognized by all for its earliness of flowers and it is being used for forcing quite extensively with very good results. Out of doors they are always in flower for Decoration Day.

Per 10.....\$1.00 Per 100.....\$7.00

**WE CALL SPECIAL ATTENTION
TO THE NEWER VARIETIES OF
HARDY CHRYSANTHEMUMS ON
NEXT PAGE.**

HARDY GYPSOPHILA "BRISTOL FAIRY" AND "EHRLEI" PROVIDE EXCEPTIONAL CUT FLOWERS



HARDY PERENNIAL PLANTS (Continued)

HARDY CHRYSANTHEMUMS

BEST NEW VARIETIES AND RECENT INTRODUCTIONS

The following list of newer varieties of Hardy Chrysanthemums is the result of years of careful selection by an expert grower from the hundreds of varieties introduced by plant specialists the world over and they can be most highly recommended. They not only qualify for garden planting but as well prove highly desirable for pot plants and cut flowers, especially the varieties.

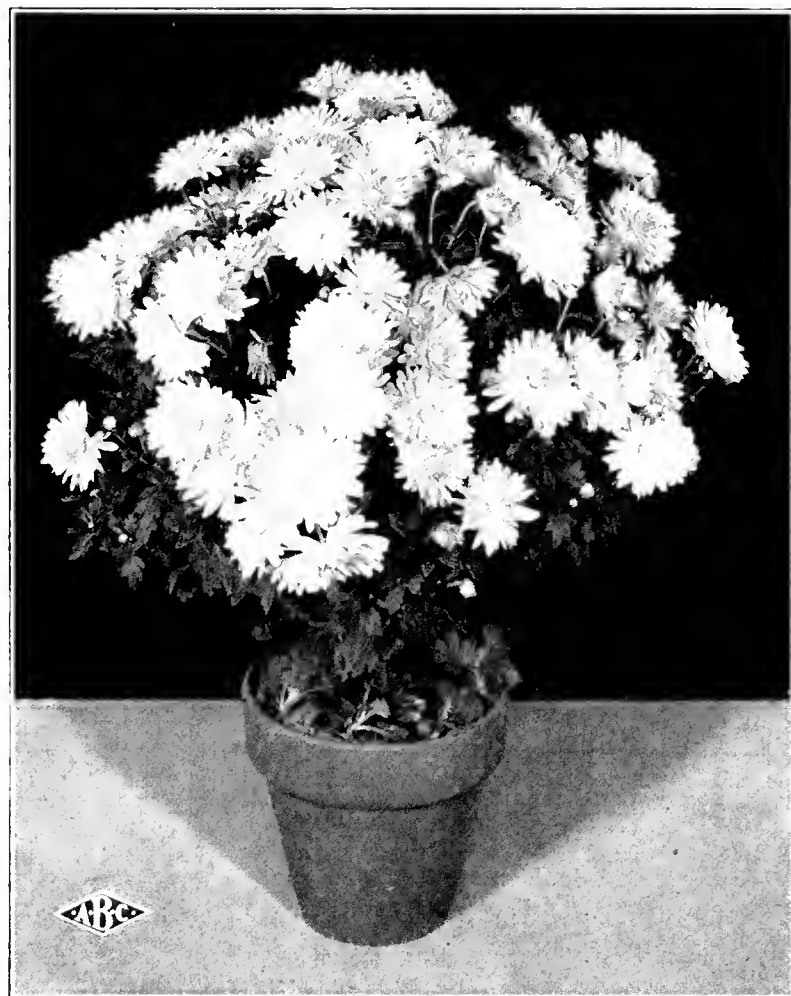
"ALADDIN," "PINK CUSHION" and "PEGGY ANN HOOVER"

The public has become "Hardy Chrysanthemum Conscious", largely through the wonderful showings made of this plant at the Chicago Century of Progress the past year. Provide a goodly number of pot plants of this great favorite for the demand which is bound to ensue from your garden friends next Spring.

"PINK CUSHION" (Illustrated opposite)

Provides an exceptional pot plant with only one pinching and can be plunged outside during summer. Also extremely desirable for garden show. This is one of the most admired hardy Chrysanthemums. It is a solid compact grower. The flowers come continuously throughout the entire fall. The whole clump, while in flower is completely covered. The color is a beautiful shade of pink.

Price: Rooted cuttings. Per 100.....\$5.00 Per 1000.....\$45.00
From 2-inch Pots. Per 100.....\$7.00 Per 1000.....\$65.00



New Hardy Chrysanthemum "Pink Cushion"
(See description opposite)

HARDY CHRYSANTHEMUMS — "The Better Kinds"

ALADDIN

The flowers are borne on erect stems, the terminal buds giving the first bloom. As the plant develops the lateral branches make a surprising growth, throwing the lateral and sub-lateral flowers well above the first terminal blooms. The first blooms appear late in July and early August, the color at first being an exquisite warm coppery bronze, with an overlay of orange-apricot shade which deepens in early autumn.

Autumn Leaf. Deep fawn-orange beautifully suffused with bright carmine. Double.
Barbara Cumming. Very attractive, large, full flower of the Decorative type, over three inches across, and clear yellow in color, shading to orange-bronze toward the center. It commences flowering in late August and continues until late October. Vigorous and branchy, attaining two feet.

A. Barham. A beautiful orange bronze and the first variety of this color to come into flower. Shows up wonderfully well under light when used as a decoration. Blooms in October.

Beatrice. Beautiful cerise red flowers from 1½ to 2 inches across, on upright tall growing plant, forming mass of bloom in Oct. and Nov. Flowers are intensely double. A distinctive flower well adapted to the fall cut-flower trade.

Bertha Fairs. Brilliant rose pink.

Bronze Buckingham. Glowing bronze, one of the best varieties for cutting.

California. Yellow bronze, single daisy.

Carmine. Carmine rose.

Champagne. Bright ruby red, wonderfully colored. Flowers in October.

Cheerfulness. A very free flowering dwarf variety with yellow button flowers.

Crimson Splendor. A magnificent and distinct variety producing masses of rich crimson-maroon flowers, intensified with deep garnet tones, and contrasting with a prominent golden yellow center. The flowers are large, fully 4 inches in diameter, with exceptional keeping qualities. Blooms in late September.

Dazzler. Brilliant cardinal-red. Fine growing habit.

Dainty. Early free-flowering orange.

Daybreak. The flower is of single type, almost three inches across, soft shell-pink and has a noticeable sweet fragrance. Strong and free growing. Height, two feet.

Donald Wells. Extra early, pure white.

Early Bronze. Extremely early variety, flowers freely from late August on. Color is a lively bronze yellow.

Eden. Bright rose, a beauty when disbudded.

Early Morn. Large double shell pink.

Ethel. Superb bronze button.

Emma Marie. Large double rich lemon yellow.

Enchantress. The blooms are large and of a splendid duplex form. The color is an appealing light rose.

Fern Ridge. Fiery red with high orange center, providing a beautiful contrast. Strong grower and profuse bloomer.

Frances Whittlesey. Habit is stocky and dwarf, averaging 18 inches in height. Color, rich bronze and garnet. Commences to flower in late September and makes a gorgeous showing through October, having the ability to resist considerable frost in the open flowers.

Prices of the above (except otherwise noted), strong rooted cuttings (delivery January to April 1st):
Per 100.....\$5.00 Per 1000.....\$45.00
25 of a variety supplied at 100 Rate.

Prices of the above (except otherwise noted), from 2-inch pots (delivery February to June).
Per 100.....\$8.00 Per 1000.....\$75.00
250 Supplied at 1000 Rate.

NEW AND VALUABLE HARDY CHRYSANTHEMUMS CONTINUED ON NEXT PAGE



HARDY PERENNIAL PLANTS (Continued)

HARDY CHRYSANTHEMUMS (Cont'd)

"The Better Kinds." All of the following are priced as follows:

Rooted Cuttings, Per 100.....\$5.00 Per 1000.....\$45.00
From 2-inch pots, Per 100.....\$8.00 Per 1000.....\$75.00

25 of a variety at 100 rate. 250 at 1000 rate.

Granny Scovill. A chrysanthemum that will appeal to the connoisseur. It is a lovely, large flower, fully 4½ inches across, and of nice, fluffy form. The color, a warm coral-bronze, fairly glows under artificial light. In growth it is dwarf and branching, with fine healthy foliage.

Grenadier. An extremely free-flowering variety of good sturdy growing habit, producing masses of large single flowers 3 to 3½ inches across in clusters. Color is a bright crimson-red with an underlying sheen of bronze which is more pronounced as the flowers mature. A golden tint on the petal reverse, combined with the prominent golden yellow center, completes a gorgeous color combination.

Gold Coin. A large flowering pompon. When grown to sprays is 2½ inches in diameter and 3½ when disbudded. A very pretty bronze and exceedingly productive.

Golden Gate. Dwarf compact variety with lovely, small, double, shaggy, yellow blooms.

Golden Sun. Deep golden yellow.

Globe d'Or. Dwarf canary yellow, Aster type.

Gypsy Girl. Single type, crimson in color shading to chestnut crimson.

Harvest. Large double orange buff.

Harvest Home. Beautiful midseason flowering variety. Medium height and covered with large golden yellow flowers about 3 inches across.

Henry Penny. Very good double red growing to a height of 3½ feet.

Idolph. About 18 to 24 inches high. Midseason; flowering very profusely. Produces light rose-pink, very double flowers with yellow center.

Jean Cumming. Large flowers of purest white, with the softest yellow and blush shading at the center of the buds. Growth erect and wiry; height medium.

Jean Treadway. The flower is large, fully 3 inches across, of perfect Decorative or Aster formation, with excellent substance. On opening, the color is a lovely sparkling pink with a dark rose-pink center, but when fully open it becomes a nice soft lilac-pink shading to white. Medium height, bushy in growth and very free.

La Somme. Deep mauve pink. Flowers in September.

La Vonne. An early blooming sort of clear rose pink color and bright yellow center. Flower opens out, forming three or four whorls of petals yet showing the gorgeous contrast of pink and yellow. Grows on a rather tall rangy plant forming a mass of bloom in early fall.

Louise Grubb. Single clear-pink Daisy. **Model of Perfection.** A vigorous growing free-flowering white.

Moonbeam. A large single flower, white variety which opens pale yellow.

Moonlight. Beautiful large single blooms of a faint blush color.

Mariabeau. Large dark Rose, fine.

Mrs. Adolph Jaenicke. A new crimson red slightly shaded to the bronze. It is declared by some to be the best red in cultivation because of the large size of the flowers as well as its gorgeous color.

Mrs. Calvin Coolidge. A fine example of the single type, rich cardinal red.

Mrs. J. Willis Martin. Crushed strawberry in color. Large.

Murillo. This variety is not as early as some kinds but is of strong growth and very hardy. It is the best shade of pink among the early hardies.

Mrs. Charles Evans Hughes. Strong grower, producing flowers in clusters of medium size, color vivid red, petals tipped orange.

Nellie Kleris. Large, clear pink. Midseason. **Nellie Blake.** A fine Aster-flowered type. Midseason. Rich reddish copper, long lasting.

October Girl. Clear rose pink, individual flowers two inches across with several growing on the same stem.

Orange Perfection. Of duplex form and a bright orange color with a golden halo.

PEGGY ANN HOOVER

This is a Hardy Chrysanthemum entirely different and distinct in form. The flower petals are of the lilac pink order, flowers are on the style of a ball or show Dahlia. The stamens are exceptionally long and incurved. It is a strong grower, growing from 2 feet to 30 inches high. The flowers when cut and placed in water will keep in perfect condition for two or three weeks.

Persia. Well formed semi-double blooms of deep rosy carmine, compact growth.

Providence. Bright pink, petals tipped yellow.

Ruth Cumming. Very fine outdoor Chrysanthemum of a rich bronzy terra-cotta in color.

Ruth Hatton. An exceptionally prolific variety of vigorous and bushy growth. This Decorative Pompon when fully opened is clear ivory-white; when partially open, a delicate shade of lemon-yellow.

Ruth Warren Smith. Large single daisy. Gold with red shading. Good habit. Height three feet.

R. Marion Hatton. Decorative Pompon type, not large or impressive in itself, but in addition to exceptionally freedom in blooming it is one of the earliest to flower and certainly the brightest canary-yellow available, flowering from late September on.

Snappy. Semi-double with golden reverse. **Tassiva.** Early white; Aster. Without question this variety is the finest of all white Chrysanthemums, growing 18 inches tall, flowering in abundance from September until frost. The exceptionally heavy crop of flowers completely covers the foliage and the entire plant. For best effects it should be planted 2 feet apart. We very highly recommend this as one of the most wonderful landscape Chrysanthemums.

Vesuve. Aster type. Good sized flowers of deepest mahogany red. Strong grower. **Vivid.** A very striking and effective variety, the color of which very closely approaches that of the American Beauty rose, a rosy crimson or amaranth shade new to the earlier flowering Chrysanthemums. It is extremely vigorous and very free.

Winnetka. Pure white, very fine flowering.

Yellow Gem. Very neat and attractive. The color is a bright canary-yellow without shading. Growth is wiry and compact. Splendid for cutting.

NOTE: All of the Hardy Chrysanthemums listed on this page are priced as follows:

Rooted Cuttings:
Per 100...\$5.00 Per 1000...\$45.00
From 2-inch pots:
Per 100...\$8.00 Per 1000...\$75.00
25 at 100 rate. 250 at 1000 rate.

COREOPSIS Tickseed

A useful and attractive herbaceous perennial, for cut flowers. They are of easy culture and produce their golden yellow flowers in profusion throughout the summer.

Lanceolata Grandiflora. A beautiful hardy border plant, grows 15 to 18 inches high, and produces its bright flowers in great profusion. By cutting off all old flowers it will bloom until Fall.

Per 10.....\$1.00 Per 100.....\$7.00

DAPHNE CNEORUM Garland Flower

The Daphne is a dwarf bushy plant forming a broad mat of wiry almost prostrate stems covered with dark green leaves, each stem tipped with a dense cluster of rose-pink deliciously fragrant flowers. Without question it is one of the most beautiful early flowering shrubs. Can be forced into bloom in about four weeks from time of potting and provides a most desirable pot plant. Plants suitable for 5-inch pots. Each.....40c

DELPHINIUM Perennial Larkspur

Indispensable to the herbaceous garden. Their long showy spikes of flowers persist from June till frost and furnish the most satisfactory blues to any color scheme.

Belladonna. The most continuous blooming of all, never being out of bloom from June first until cut down by hard frost. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flowers.

Per 10.....\$1.00 Per 100.....\$7.00
Bellamosum. This is a dark blue form of the popular light blue Belladonna, with which it is identical in habit and growth, freedom of bloom, but with intensely rich, deep blue flowers.

Per 10.....\$1.00 Per 100.....\$7.00

HARDY PERENNIAL PLANTS (Continued)

DELPHINIUM (Cont'd)

Blackmore & Langdon Hybrids. For many years, we have grown many different strains of Delphinium having in mind to supply our customers with the best obtainable. This strain without a doubt stands in a class by itself. It has the range of colors well divided in the pale shades of Indigo with a strong run of the most delicate shades of rose, double and single.
Per 10.....\$1.50 Per 100.....\$10.00
Martin's Superb Wrexham Hollyhock Strain. This is a magnificent strain producing stately tall spikes in light, medium and dark shades, from the lightest lavender to the deep rich blue shades.
Per 10.....\$2.00 Per 100.....\$15.00

DIANTHUS PRINCE BISMARCK

A good improvement over the older types of Sweet Williams. A little dwarfier in habit and growth. It is, however, much richer in color, being a good clear pink sweetly scented. Very desirable for cut flowers.
Per 10.....\$1.50 Per 100.....\$10.00

DIANTHUS ALWOODI TYPES

Allwoodi Jean. Pure white with a deep violet-crimson center.
Per 10.....\$1.50 Per 100.....\$10.00
Allwoodi Mary. Pale rose-pink, maroon center; large full flower.
Per 10.....\$1.50 Per 100.....\$10.00
Allwoodi Robert. Old rose pink with maroon center.
Per 10.....\$1.50 Per 100.....\$10.00

DICENTRA

Bleeding Heart or Seal Flower

Spectabilis. An old-fashioned favorite; its long racemes of graceful heart shaped pink flowers in May or June are always attractive; it is used largely for forcing, and is perfectly at home in any part of the border, and especially valuable for planting in the shade. Height one to two feet. Perfectly hardy and easy to cultivate.
Per 10.....\$2.50 Per 100.....\$20.00

ERIGERON

A very effective genus of Michaelmas Daisy-like plants usually with pink and purple flowers. They flourish in any garden soil. Very excellent for cutting.
Glabellus. Pale blue flowers, smooth foliage.
Per 10.....\$1.25 Per 100.....\$8.00
Mrs. E. H. Beale. A fine new variety with very large blue flowers.
Per 10.....\$1.50 Per 100.....\$10.00
Pink Pearl. Beautiful shade of rosy pink. 1½ feet. July-September.
Per 10.....\$1.50 Per 100.....\$10.00

EUPATORIUM

Hardy Ageratum

Coelestinum (Hardy Ageratum). A fine perennial closely resembling the Ageratum, flowers a lavender blue, flowering from August to frost. A fine perennial for florist's use. Twelve to 24 inches. Good cut flower.
Per 10.....\$1.00 Per 100.....\$7.00

GAILLARDIA Blanket Flower

Beautiful flowers are born in profusion and make a striking effect. They last a

long while as a cut flower and are abundant from June until frost. The perennial Gaillardia is content with extremely simple treatment.

Grandiflora. This is considered one of the most beautiful and desirable plants in cultivation, beginning to bloom in June they continue one mass the entire season. A most beautiful combination. Very fine for cutting.
Per 10.....\$1.00 Per 100.....\$7.00

Magnificent. Petals are bright golden yellow, overlaid with maroon band at base. Much the best of the Gaillardia family.
Per 10.....\$2.00 Per 100.....\$15.00

Portola Hybrids. A new strain of large flowering Gaillardia having a color range from reddish bronze to a deep gold. Very satisfactory as a cut flower.
Per 10.....\$1.25 Per 100.....\$8.00

Tangerine. A striking novelty of quite a new color in Gaillardias. The elegantly built flowers are of a beautiful tangerine-orange self-color, not yet seen in the family.
Per 10.....\$1.25 Per 100.....\$8.00

GYPSOPHILA

Baby's Breath

Does well in rather dry places. Valuable for "mist effect" in bouquets and in the garden where a mass of delicate, misty bloom will fill a bare place.

Acutifolia. Pretty and useful species. Lilac-Rose. Height one foot.

Per 10.....\$1.00 Per 100.....\$7.00
Bristol Fairy. A Double Gypsophila of greater vigor, producing larger panicles of flowers, and having the advantage of blooming more or less continuously all summer, new branches of bloom appearing after the first flush of flowers has passed, if these are cut. 3-inch pots.
Per 10.....\$2.00 Per 100.....\$17.50

Ehrlei. New flowers, pure white, almost as large as Achilles. A fine filler for all sorts of floral pieces. 3-inch pots.
Per 10.....\$2.00 Per 100.....\$17.50

Paniculata (Baby's Breath). A beautiful old-fashioned plant possessing a grace not found in any other perennial and attracting the eye of everyone. Dense spreading bush, numerous tiny flowers in light feathery panicles, delicate foliage, fine for cutting. Per 10....\$1.00 Per 100....\$7.00

HEUCHERA

Coral Bells

Alba. A pure white variety.
Per 10.....\$1.50 Per 100.....\$10.00
Edge Hall. Compact grower, about 18 inches tall. Six to 12 flower stems at each blooming period. Color is striking salmon pink. Cut flowers regularly and it will produce all summer.
Per 10.....\$2.00 Per 100.....\$15.00

HESPERIS

Sweet Rocket

Matronalis. Two to three feet. June and July. Fragrant purple flowers in showy spikes. Desirable for wild garden, shrubbery or mixed border.
Per 10.....\$1.00 Per 100.....\$7.00

Matronalis Alba. A white flowered form of the above named sort. Also sweet scented and fine in border.
Per 10.....\$1.00 Per 100.....\$7.00

LAVENDULA

Lavender

Vera. The true Sweet Lavender, growing 18 inches high, wonderfully fragrant, blue flowers blooming July and August.

Per 10.....\$1.00 Per 100.....\$7.00

LIATRIS

Blazing Star or Gayfeather

Pycnostachya. A perfectly hardy perennial of luxuriant growth, doing well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks six feet high in graceful spikes one foot long. In bloom during July and August. First rate cut flowers.

Per 10.....\$1.00 Per 100.....\$7.00

Scariosa (Late Type). This is a much showier form than is usually sent out for this plant. It has large, showy purple heads and flowers much later than the others. A very imposing form. September. Four to five feet.

Per 10.....\$1.50 Per 100.....\$10.00

Scariosa (Early Type). Similar to above except it flowers in early August and grows from two to three feet.

Per 10.....\$1.00 Per 100.....\$7.00

LOBELIA

Indian Paintbrush

Cardinalis (Cardinal Flower). Rich fiery
Per 10.....\$1.50 Per 100.....\$10.00

PEONIES OF QUALITY

The Product of 30 Acres

As fine a collection as can be found in this country. Mons. Jules Elie, Sarah Bernhardt, Therese and many other valuable kinds. Roots that are guaranteed to be healthy and true to name. Cultured exclusively for root production, not cut flowers. The advantage is yours. 3- to 5-eye and 5- to 7-eye roots. Special price list mailed free.

PHYSOSTEGIA

False Dragonhead

Grandiflora Vivid. A new variety growing from 18 to 24 inches high with flowers much larger than the type and of a bright violet mauve.

Per 10.....\$1.00 Per 100.....\$7.00

PYRETHRUM

Painted Daisies

Roseum Hybridum.

Per 10.....\$1.00 Per 100.....\$7.00

STATICE

Great Sea Lavender

Latifolia. A most valuable plant. Purplish blue minute flowers during July and August; these, if cut and dried, will last in perfect condition for months.

Per 10.....\$1.00 Per 100.....\$7.00

STATICE DUMOSA

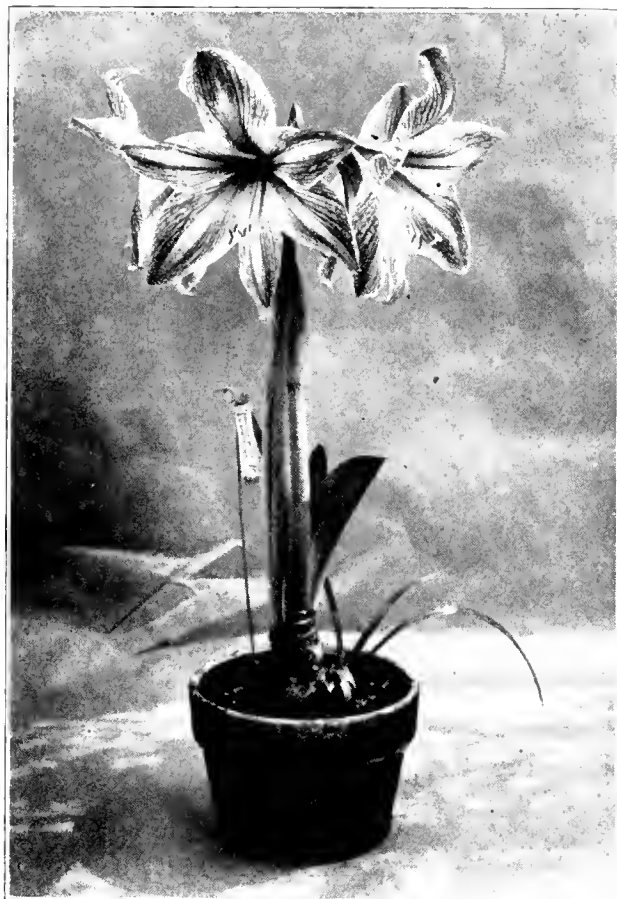
The Finest Statice for Drying

Of great value to the Florist, in fact the most valuable of all Statices. Color clear silvery white when dry and lavender when fresh. Height 20 inches. Perfectly hardy without any protection anywhere.

Per 10.....\$1.50 Per 100.....\$10.00



A. B. C. "SUPREME" QUALITY MISCELLANEOUS SPRING BULBS



Amaryllis, Giant American Hybrids

ISMENE CALATHINA— Peruvian Daffodil

A grand summer flowering bulb, producing with great freedom large Amaryllis-like, pure white, fragrant blossoms. Exceptional for cut flowers.

Large size bulbs. Doz.\$ 1.75
100 12.00

STRONG NORTHERN TEXAS GROWN

Ambassador. Brilliant red, bronze foliage; 4 feet. 100....\$5.50 1,000....\$50.00

A distinguished looking Canna. Flowers vivid cherry-red; has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms.

City of Portland. Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade.

100.....\$5.00 1,000.....\$45.00

Hungaria. 3½ feet. La France pink.

100.....\$5.00 1,000.....\$45.00

King Midas. Clear yellow, green foliage. The finest and largest yellow Canna in existence.

100.....\$4.50 1,000.....\$40.00

AMARYLLIS Giant American Hybrids

The value of Amaryllis depends on the quality of the strain. We buy our bulbs from several sources of known reputation, and mix these strains ourselves, thus making certain that you get the best obtainable. Every bulb we ship is of flowering size and many produce more than one flowering stem.

Mammoth Doz. 100 1000
Bulbs\$4.00 \$30.00 \$290.00
25 bulbs per 100 rate,
250 per 1000 rate.

TUBEROUS ROOTED BEGONIAS

"True Belgian Strain"

For pot plants and bedding.

Tuberous-Rooted, Single. Large blooming bulbs. Scarlet-pink, rose, crimson, yellow, orange, salmon, white.

Begonias. Single. 1 to 1½ inch.
100\$ 5.00
1½ to 1¾ inch 100..... 9.50
2 inch, scarce, 100..... 12.00

Tuberous-Rooted, Double. Large blooming bulbs. Crimson, scarlet, yellow, salmon, white, pink.

Begonias. Double. 1 to 1½ inch.
100\$ 5.00
1½ to 1¾ inch, 100..... 9.50
2 inch, scarce, 100..... 12.00

LILY OF THE VALLEY

For outdoor planting we have an especially fine lot of large field clumps and can make shipment of same up to April First.

Price per doz. \$3.00 Per 100 \$20.00

FANCY LEAVED CALADIUMS

True Brazilian Type

There are no finer colored foliage plants for summer use splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock offered is grown for us by the leading specialist in this line and represents only the choicest highly colored varieties.

Separate Named 100 1,000
Varieties\$9.00 \$85.00
Named Varieties, Mixed 8.00 75.00

CALADIUM ESCULENTUM Elephant's Ear

Much used for bordering Canna beds or sub-tropical plantings. Plants of these always find a ready sale.

Circumference 100 1,000
5 to 7 in.....\$3.00 \$25.00
7 to 9 in..... 5.00 45.00
9 to 11 in..... 8.50 80.00

GLOXINIAS

Exceptional for pot plants. Large blooming bulbs. Separate colors.

Gloxinias. 1 to 1½ inch.
100\$12.00
1½ to 1¾ inch, 100..... 15.00

TUBEROSES

Our strain of "Pearl" is the true, large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

Double Pearl. 3 to 4 inches.
100.....\$2.00 1,000.....\$15.00
Double Pearl. 4 to 6 inches, extra large.
100.....\$3.00 1,000.....\$25.00

LARGE FLOWERING CANNAS

TRUE
TO
NAME

(Dormant Roots, 3 to 5 Eyes)

King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. It is a cross between the orchid-flowering and the French or Crozy type, combining the large flowers of the one with the free-blooming character of the other, with handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet. 100....\$3.75 1,000....\$32.00

Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Has the same habit of growth as its parent; foliage a very dark green, with flowers measuring 5 to 7 inches across; individual petals measuring 3 to 3½ inches in diameter. Flower a deep, rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. 100.....\$3.75 1,000.....\$32.00

Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet. 100....\$5.00 1,000....\$40.00

The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. It is an off-spring of the famous Firebird. The President leads the red varieties in the quality and also the quantity of its bloom. The flowers are 7 inches across; the individual petals are firm and long standing, and do not burn, and the trusses stand up stiff on strong stems. The foliage is rich green and burn-proof in the hottest weather.

100.....\$3.75 1,000.....\$32.00

TEXAS GROWN CANNAS MEAN "QUALITY" IN EVERY SENSE OF THE WORD



Dahlia "Sagamore"
(See next page for description)

Note:
The
varieties
marked
"F. D."
are
"Formal
Decoratives"
and those
marked
"I. D." are
"Informal
Decoratives"



Dahlia "Jersey Beacon"

DAHLIAS FOR THE FLORIST GROWER

NOTE: The varieties listed on these pages have been given a thorough test for their cut-flower value, likewise as being exceptional for garden decoration. We supply strong root divisions.

Avalon, F. D. Canary Yellow. A wonderful cut flower and how it does send out the flowers.

Each..20c Doz...\$1.50 100...\$10.00

Barbara Redfern, F. D. Rose and old gold.

Each..30c Doz...\$2.25 100...\$15.00

Bashful Giant, F. D. Apricot with golden suffusion.

Each..25c Doz...\$2.00 100...\$13.00

Casparware, F. D. A pleasing shade of silvery rose, late in season becomes clear pink.

Each..15c Doz...\$1.35 100...\$9.00

Chemar's Eureka, F. D. A wonderful white.

Each..30c Doz...\$2.25 100...\$15.00

Chemar's Orange Beauty, F. D. Salmon orange. Long stems. A good keeper when cut.

Each..30c Doz...\$2.25 100...\$15.00

Cigarette (Cactus Type). Creamy white with edged bright orange or tangerine. Petals curved back.

Each..25c Doz...\$2.00 100...\$13.00

Dorothy Stone, F. D. Rose pink. Good stem. Large blooms.

Each..30c Doz...\$2.50 100...\$20.00

El Toreador, F. D. Bright red.

Each..30c Doz...\$2.25 100...\$15.00

Elkridge (Cactus Type). White.

Each..30c Doz...\$2.25 100...\$15.00

Edith Byrl, F. D. Incurved Autumn shade. Fine for cutting.

Each..30c Doz...\$2.50 100...\$20.00

Edna Ferber (Cactus Type). Glistening coral shading to old gold at base.

Each..30c Doz...\$2.50 100...\$20.00

Elinor Vanderveer, F. D. Beautiful, large lavender. A wonderful flower with good stems.

Each..30c Doz...\$2.25 100...\$15.00

Francis Lorocco, F. D. Light yellow.

Each..30c Doz...\$2.00 100...\$12.00

Florence (Show Type). Pleasing shade of pale lilac.

Each..20c Doz...\$1.50 100...\$10.00

Fort Monmouth (Cactus type). Rich claret red. Mammoth flower of much class.

Each..25c Doz...\$2.50 100...\$20.00

Harry Mayer, F. D. A clear silvery pink with rose reverse.

Each..20c Doz...\$1.35 100...\$8.00

Insulinde, F. D. Beautiful deep gold with bronze suffusion.

Each..20c Doz...\$1.50 100...\$10.00

Improved Sagamore, F. D. A real florists' Dahlia. It differs from Sagamore insofar as it is almost entirely yellow, large in size, earlier in blooming and also produces more blooms than Sagamore. An ideal Dahlia for the retail florist grower.

Each..1.00 Doz...\$10.00 100...\$70.00

Jane Cowl, F. D. Glistening bronze buff. The almost perfect Dahlia. Has won more prizes than any other Dahlia.

Each..25c Doz...\$1.75 100...\$12.00

Jean Kerr, F. D. One of the finest white varieties—"The Florists' Friend."

Each..20c Doz...\$1.50 100...\$10.00

Jersey Beauty, F. D. Beautiful erosine pink. Probably the most popular of all Dahlias and more largely grown for cut flowers than any other variety.

Each..25c Doz...\$1.50 100...\$10.00

Jersey Beacon, F. D. Chinese scarlet.

Each..25c Doz...\$1.75 100...\$12.00

Kathleen Norris, F. D. Rose pink, deepening to mallow pink. An outstanding variety.

Each..30c Doz...\$2.50 100...\$20.00

Kentucky, F. D. Salmon pink. It is what is called a "Sport" of Jersey's Beauty and has all of the latter's good qualities.

Each..20c Doz...\$1.50 100...\$11.00

Kitty Dunlap, F. D. American Beauty shade. Immense blooms.

Each..25c Doz...\$2.00 100...\$13.00

Marmion, F. D. Pure golden yellow with bronze suffusion. Very attractive formation.

Each..30c Doz...\$2.50 100...\$20.00

Margaret Woodrow Wilson, F. D. Opalescent pink. Face of petals creamy white with phlox pink reverse.

Each..25c Doz...\$2.00 100...\$13.00

Mrs. A. E. Wheeler, F. D. Bright "Fuschia" combination.

Each..35c Doz...\$3.00 100...\$18.00

Mrs. I. De-ver Warner, F. D. Bright lilac rose. One of the best.

Each..20c Doz...\$1.50 100...\$10.00

Mrs. John Bowman, F. D. Exquisite golden yellow.

Each..20c Doz...\$1.50 100...\$10.00

Mrs. Alf. B. Seal, I. D. Bright old rose.

Each..35c Doz...\$2.25 100...\$15.00

Miss Huntington, F. D. Bright scarlet.

Each..35c Doz...\$2.25 100...\$15.00

Marshall's Pink, F. D. "Baby Pink."

Each..35c Doz...\$2.25 100...\$16.50

Monmouth Champion, F. D. Orange scarlet.

Each..50c Doz...\$4.00 100...\$30.00

The Formal Decorative Dahlias Have Very Large Flowers with Broad Petals. They Flower Freely on Long, Strong Stems.

NOTE: Dahlias continued on next page.



"Jersey's Beauty"—This wonderful rose-pink Dahlia still remains at the top of the list, especially from a cut-flower standpoint.

Each.....25c Dozen.....\$1.50 Per 100.....\$10.00

Marshall's Red Beauty, F. D. American Beauty color.
Each..45c Doz...\$3.75 100...\$27.50
New York Market, F. D. White suffused lavender.
Each..40c Doz...\$3.00 100...\$17.50
Omar Kahyyam, F. D. Chinese red and bright orange.
Each..75c Doz...\$8.00 100...\$50.00
Pansy White (Semi-Cactus).
Each..30c Doz...\$2.50 100...\$20.00
Pride of California, F. D. Bright crimson with dark center.
Each..20c Doz...\$1.50 100...\$9.00
Pride of Stratford, F. D. Attractive rich orange shading to deeper color towards center.
Each..25c Doz...\$2.00 100...\$13.00
Princess Juliana, F. D. Fine white. Unsurpassed for cutting.
Each..20c Doz...\$1.50 100...\$10.00
Roman Eagle, F. D. Brilliant burnished copper.
Each..40c Doz...\$3.50 100...\$25.00
Sagamore Gold, F. D. Gold tinted orange.
Each..30c Doz...\$2.00 100...\$15.00
Sagamore (The Original) F. D. Pretty autumn gold, shaded to salmon in center.
Each..15c Doz...\$1.50 100...\$10.00
Salmon Supreme, F. D. Salmon orange.
Each..40c Doz...\$3.00 100...\$17.50
Sagamore Improved, F. D. Almost entirely yellow. See complete description under "Improved Sagamore."
Each...\$1.00 Doz...\$10.00 100...\$70.00

Shannon, F. D. Autumn shade.
Each..15c Doz...\$1.50 100...\$9.00
Souv. Doazon, F. D. Pleasing shade of orange.
Each..15c Doz...\$1.50 100...\$9.00
Sultan of Hillcrest, I. D. This Dahlia received two outstanding awards the past F. D. season, namely: Winner as Best Bloom in Show at the Dahlia Society of West Virginia, and a Certificate of Merit at Storrs. It is a giant flower of clear gold, flushed with bronze and tints of brownish red. Produces a lot of fine specimen blooms. It is almost Formal in type.
Each.....\$5.00 Doz.....\$40.00
San Bernardino, F. D. Imagine deep rose pink of most pleasing shade and uniform quality, on a most symmetrical and formal arrangement. Blooms ten to twelve inches in diameter. Held well above the first pair of leaves, very erect and facing so that you look the flower full in the face. San Bernardino is a fine keeper. It won in 1930 as the best two-year-old Decorative seedling, and last year was adjudged the best Decorative in the show. Plant grows five feet high, six, eight and ten blooms to a plant.
Each.....85c Doz.....\$6.00
Sanhican Queen, F. D. Blending of apricot with faint brushing of carmine rose.
Each..75c Doz...\$8.00 100...\$50.00
Sharazad, F. D. So-called "Pink Jane Cowl." A good one.
Each..75c Doz...\$8.00 100...\$50.00

SELECTED DAHLIAS FOR THE FLORIST GROWER

See previous page for additional list of varieties.

Tommy Atkin's, F. D. A most unusual red producing large blooms.
Each..25c Doz...\$1.50 100...\$10.00
The Commodore, I. D. Lemon yellow.
Each..50c Doz...\$4.50 100...\$27.50
Treasure Island, F. D. One of the brightest Autumn shades we have seen. The color is bright apricot with gold and rose suffusion and shadings. Bush growth is strong, branching freely from the ground, giving 4 to 5 feet stems. Flowers are held erect are medium to large, and retain full centers throughout the season. Good keeper as a cut flower.
Each.....50c Doz.....\$3.50
The World, F. D. Unusual deep rosy magenta overlaid garnet with silvery shading on edges.
Each..35c Doz...\$2.00 100...\$12.00
White King, F. D. Pure white.
Each..35c Doz...\$2.00 100...\$14.00
W. H. T., F. D. Most unusual shade of deep old rose overlaid with deep bronze at center.
Each..50c Doz...\$4.00 100...\$27.50
World's Best White, F. D. Unusually good white. Very large blooms.
Each..25c Doz...\$2.00 100...\$13.00
Yellow King, F. D. Yellow.
Each..35c Doz...\$2.25 100...\$18.00

LARGE FLOWERING DAHLIAS Under Color

Various shades of red, pink, white, purple, maroon, yellow or variegated.
Doz...\$1.25 100...\$6.50 1000...\$60.00
250 at 1000 rate.

DAHLIAS, LARGE FLOWERING Mixed. All colors.

Doz...\$1.00 100...\$5.50 1000...\$50.00

POMPON DAHLIAS

Exceptional for basket work, etc.

Bobby. Very finely formed flowers of a delicate plum shade.
Each..20c Doz...\$1.50 100...\$10.00
Fairy Queen. Pompon, sulphur-yellow edged pink; fine bloomer; good for basket and design work.
Each..20c Doz...\$1.50 100...\$10.00
Joe Fette. Pompon, a very good white.
Each..20c Doz...\$1.50 100...\$10.00
Klein Domitea. Pompon, a beautiful autumn shade in great demand for retail stores in general, due to its wonderful use in basket work, table decorations, etc.
Each..20c Doz...\$1.50 100...\$10.00
Little Jewel. Beautiful pink; very popular.
Each..20c Doz...\$1.50 100...\$10.00
Titan. Unusual shade of bright red. Very attractive.
Each..20c Doz...\$1.50 100...\$10.00
S. Van Glitter. Red and orange. Each petal orange tipped.
Each..20c Doz...\$1.50 100...\$10.00
Yellow Gem. Bright yellow.
Each..20c Doz...\$1.50 100...\$10.00

NOTE: Dahlias are also shown on previous page.

A. B. C. "SUPREME" QUALITY GLADIOLUS BULBS

With a total output of **SOME FIFTEEN MILLION GLADIOLUS** produced exclusively for bulb harvest and only from young corms, **NOT** as a "by-product," of cut flowers, we are in a position second to none to furnish stock that obtains **THE REQUIRED VITALITY TO PRODUCE 100% RESULTS FOR THE GROWER.** We list only **PROVEN SORTS**, which, after careful tests under average conditions, have qualified their worth from a cut flower standpoint as well as being of high value for the home garden planter.

Close contact with GLADIOLUS SPECIALISTS OF THE WORLD enables us to offer the new and valuable introductions at prices conforming to present conditions.

The prevalence of thrip and other diseases which exist in some gladiolus sections, suggests to the buyer the utmost care when considering purchase of this line.

A. B. C. "SUPREME" QUALITY GLADIOLUS BULBS are produced primarily in Northern Indiana in sandy loam, and are thoroughly cured. Our Indiana grower, likewise other reliable sources from whom we contract, hold Agricultural Inspection Certificates certifying all bulbs free from thrip and other diseases.

We shall be glad at all times to consult with you about your Gladiolus problems. Our extensive acquaintance with varieties, and knowledge of "what is best" for various sections of the United States should prove of value to you.

Yours very truly,
AMERICAN BULB COMPANY,
Per A. Miller, Pres.

"PICARDY"

Has proved to be the most outstanding cut flower Gladiolus introduced in the past decade. "Picardy" created no end of unusually favorable comment at the recent Chicago "Century of Progress." Buy "Picardy" early is our suggestion, as the supply of same is not extensive this year.—A. B. C.



A. B. C. "SUPREME" QUALITY GLADIOLUS

RED AND SCARLET SHADES

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

COMMANDER KOEHL (New). Large, dark scarlet-red without marrings or blotches. Flowers six inches across. Six to seven blooms open at one time.
1st Size. 100...\$4.00 1000...\$35.00
2nd Size. 100... 3.50 1000... 30.00

CRIMSON GLOW. Scarlet-red.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

DR. BENNETT (New). Peach-red, overlaid with flame. Scarlet throat speckled with ruby and white.
1st Size. 100...\$2.70 1000...\$22.00
2nd Size. 100... 2.50 1000... 20.00

EARLY SUNRISE. Large-flowering, salmon-red. Very early, strong grower, massive flowers.
1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

FLAMING SWORD. Earliest of all reds, tinted salmon.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.70 1000... 12.00

JOE COLEMAN. Very large and vigorous; rich red, one of the finest ruffled varieties.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

MRS. G. W. MOULTON. Giant violet-red or cerise.
1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.80 1000... 13.00

PFITZER'S TRIUMPH. Very large, wide open blooms of glowing orange-salmon, almost scarlet. Beautiful.
1st Size. 100...\$3.50 1000...\$30.00
2nd Size. 100... 3.00 1000... 25.00

TYRIAN BEAUTY. American Beauty rose color. Grand.
1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

UHLAN CHIEF. Intense brilliant vermilion-scarlet. Lower petals deeper color and beautiful. Dark feathered.
1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

VIRGINIA. Won first prize at the American Gladiolus Show, Rochester, N. Y., August, 1925. Also winner of many other awards.
1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

WAR. Deep blood-red, shaded crimson-black.
1st Size. 100...\$2.00 1000...\$15.00
2nd Size. 100... 1.75 1000... 12.50

PINK AND ROSE SHADES

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

AMERICA. Soft lavender-pink.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

DR. NORTON. The finest cream and pink.
1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.25 1000... 17.50

DR. VAN FLEET. A magnificent shade of delicate rose-pink, deeper at edges of all petals.
1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

E. J. SHAYLOR. A beautiful deep rose-pink; slightly ruffled.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

EVELYN KIRTLAND. The color is a beautiful shade of rosy-pink, shading to light pink toward the center.
1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

GIANT NYMPH. Very large, light pink with creamy throat.
1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

HIGHLAND LADDIE. Massive pink of pleasing shade.
1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.25 1000... 17.50

JEWEL. Salmon-pink, yellow throat.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

LE MARECHAL FOCH. Beautiful shade of light pink.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.70 1000... 12.00

LOS ANGELES. Salmon-pink,, large, early. A very fine forcer.
1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

MAIDEN'S BLUSH (Prim.). Exquisite blush-pink.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

MRS. LEON DOUGLAS. This salmon-rose-pink Glad has flame and scarlet splashings which add to the richness of the flower.
1st Size. 100...\$2.40 1000...\$19.00
2nd Size. 100... 2.10 1000... 16.00

MISS JOY. Salmon-pink. Deeper throat. One of the coming Glads.
1st Size. 100...\$3.70 1000...\$32.00
2nd Size. 100... 3.30 1000... 28.00

MRS. FRANCIS KING. A beautiful "bernard shade" of flame-pink; flowers of giant size.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00



Gladiolus "Virginia"

SPECIAL NOTE

A combination of most unfavorable circumstances seriously curtailed the 1934 Gladiolus Crop in many of the real worth-while kinds. We believe, therefore, that it behooves the buyers of this line to anticipate their needs at the earliest possible time.—A. B. C.

SUBJECT TO PRIOR SALE!

OUR GLADIOLUS STOCKS HAVE BEEN PRODUCED FROM YOUNG CORMS, AND IN CONSEQUENCE ARE DEPENDABLE.

A. B. C. "SUPREME" QUALITY GLADIOLUS

PINK AND ROSE SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

MRS. FRANK PENDLETON. The petals show beautiful rose-pink with deep, rich velvety blood-red blotch on the lower petals. Very popular with florists.

1st Size. 100...\$2.25 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

MRS. P. W. SISSON (New). This is without doubt one of the most beautiful, softest light-pink Glads ever introduced. Large flowers, and five or six open at one time.

1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.30 1000... 17.00

PRIDE OF WANAKAH (New). Fine deep-rose with a deeper blotch in throat.

1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.25 1000... 17.50

REMEMBRANCE. Deep rose with throat of carmine. Ruffled.

1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

ROSE 1910. Early, rose-pink; very desirable cut-flower.

1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

ROSE LUISANTE (Prim.). Shell pink, cream throat.

1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

PICARDY. A most sensational flower of delicate apricot-pink. This fine Gladiolus, the individual florets all extremely large, slightly ruffled and of heavy wax-like substance, has created a sensation practically every time exhibited. "Picardy" is unquestionably one of the most outstanding recent introductions.

1st Size. 100...\$6.50 1000...\$60.00
2nd Size. 100... 6.00 1000... 55.00

SWEET LAVENDER. Hydrangea pink with cream blotch on yellow throat. Very fine.

1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.20 1000... 17.00

WILBRINCK. Has the color of America; soft yellow blotch on lower petals.

1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.70 1000... 12.00

WOLVERINE. Fine coral-pink. Rose blotch on yellow ground. Fine cut-flower.

1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

WHITE AND CREAM SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

ALBATROS. The clearest white Gladiolus. Grows 5 ft. tall and has very good substance.

1st Size. 100...\$4.00 1000...\$35.00
2nd Size. 100... 3.50 1000... 30.00

ALBANIA. One of the finest of pure whites.

1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

CHICAGO WHITE. A fine white variety with lavender stripes on lower petals.

1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

JOERG'S WHITE (New). Very large white with red pencilings on a cream throat.

1st Size. 100...\$3.20 1000...\$27.00
2nd Size. 100... 2.90 1000... 24.00

LILY WHITE. Early, pure white flower.

1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

MAMMOTH WHITE. One of the best exhibition and commercial whites. Tall spikes with seven or eight blooms open at one time.

1st Size. 100...\$4.00 1000...\$35.00
2nd Size. 100... 3.50 1000... 30.00

MARY PICKFORD. Delicate creamy white, throat of finest sulphur-yellow.

1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

SNOW BOY. Tall and stately, pure white, many flowers open at a time, often has only one beautiful blotch on lower petal.

1st Size. 100...\$2.00 1000...\$15.00
2nd Size. 100... 1.75 1000... 12.50

MRS. F. C. HORNSBERGER (New). Very good standard white. Probably the best yet introduced.

1st Size. 100...\$3.50 1000...\$30.00
2nd Size. 100... 3.00 1000... 25.00

PEACE. Giant white flowers with lilac feathering in the throat.

1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

WHITE WONDER. White with pink pencil.

1st Size. 100...\$2.00 1000...\$15.00
2nd Size. 100... 1.70 1000... 12.50

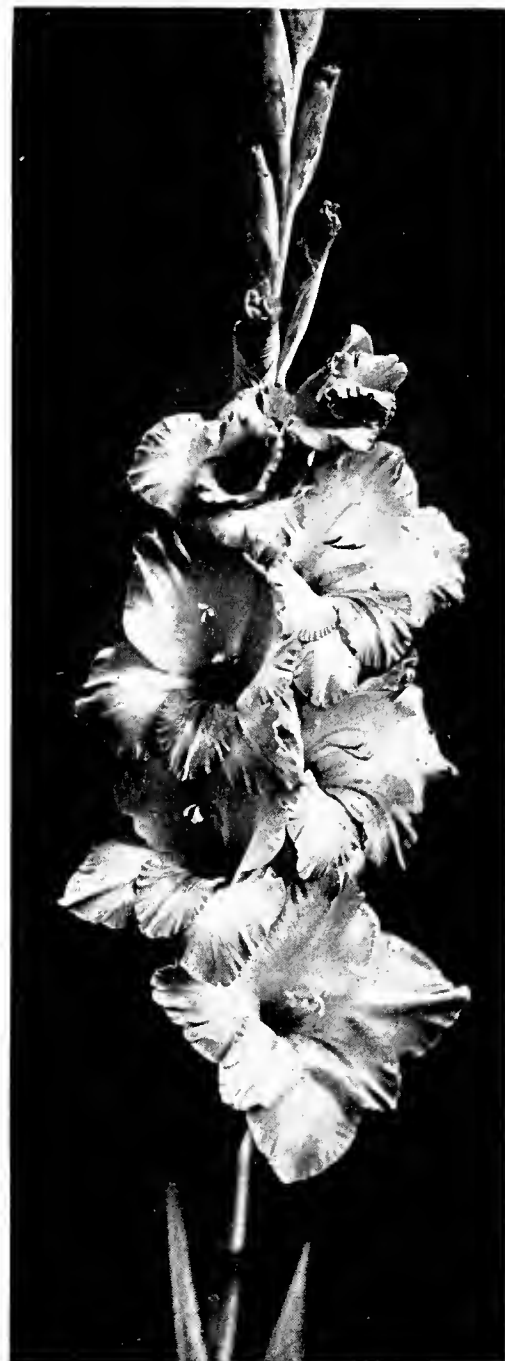
SALMON AND APRICOT SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

APRICOT GLOW (New). A beautiful, clear, soft apricot, on long stem.

1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00



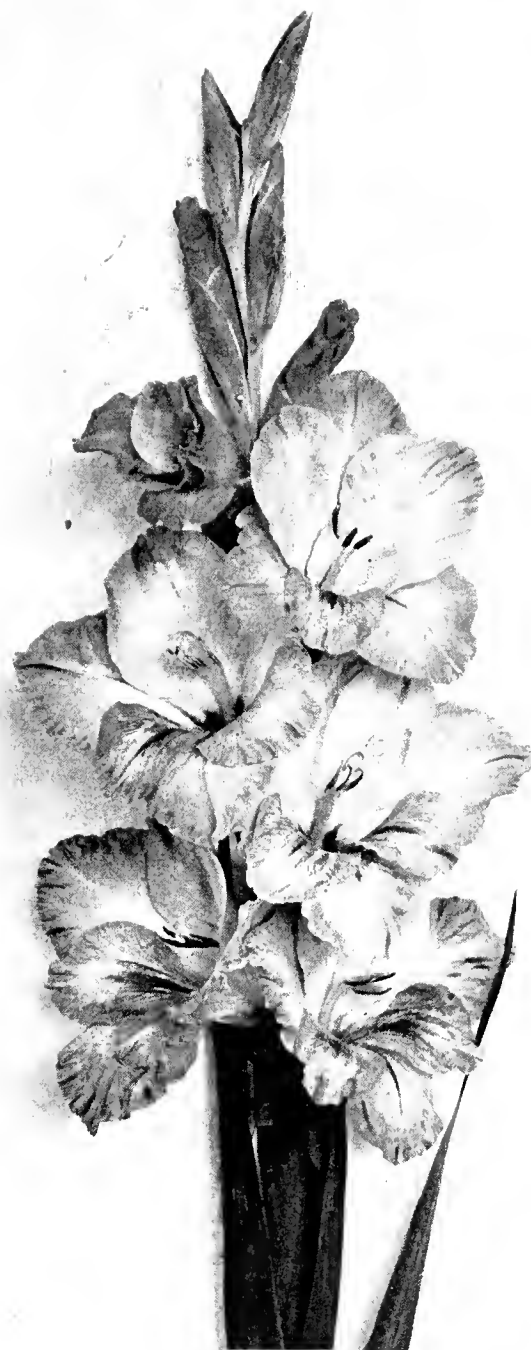
Gladiolus "E. J. Shaylor"

Important to the Forcer

Please bear in mind the fact that Gladiolus Bulbs which we supply for forcing under glass have been especially cultured and scientifically treated for that purpose. Under reasonably normal conditions growers should obtain worthwhile results from such stock.

SUBJECT TO PRIOR SALE!

PETUNIA "WORLD BEAUTY" ILLUSTRATED ON INSIDE FRONT COVER IS VERY WORTH-WHILE.



Gladiolus "Evelyn Kirtland"

A. B. C. "SUPREME" QUALITY GLADIOLUS

SALMON AND APRICOT SHADES

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

BETTY NUTHALL (New). One of the finest Glads today; this orange-pink with its soft yellow throat and beautifully penciled lines of a darker color is a blue ribbon winner at all the shows.
1st Size. 100...\$2.80 1000...\$23.00
2nd Size. 100... 2.50 1000... 20.00

GYPSY LAD (New). Rich salmon with ivory throat that is speckled with deep carmine.
1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.25 1000... 17.50

HALLEY. A most attractive early blooming sort with large, well-opened flowers of delicate salmon-pink.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

HELGA. Beautiful salmon-rose; one of the finest Glads today.
1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

ODIN. Salmon color with dark blotches; early, good forcer.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

PRINCE OF WALES. Delicate salmon-pink; very large flowers; good forcer.
1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

THOS. EDISON. Holland introduction. Beautiful large salmon-pink with deeper blotch. Very fine variety.
1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

W. H. PHIPPS. La France pink, overlaid with light rose-salmon. Lighter toward the center and with lightly speckled ruby markings.
1st Size. 100...\$2.70 1000...\$22.00
2nd Size. 100... 2.40 1000... 19.00

ORANGE AND YELLOW SHADES

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

ALICE TIPLADY (Prim.). Rich orange; extra fine and a great favorite.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

GOLDEN DREAM. A very fine deep, pure yellow; by far the best.
1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

ORANGE AND YELLOW SHADES

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

GOLDEN MEASURE. Golden-yellow, extra large flowers on a tall spike.
1st Size. 100...\$2.70 1000...\$22.00
2nd Size. 100... 2.40 1000... 19.00

GOLDEN FRILLS (New). Deep rich daffodil yellow, with frilled edges. Very fine, prize winner.
1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.25 1000... 17.50

GOLD EAGLE (New). Very early rich golden-yellow, ruffled. Makes good spike of very clear yellow.
1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

KUNDRED'S YELLOW FAVORITE. One of the best clear yellows.
1st Size. 100...\$3.50 1000...\$30.00
2nd Size. 100... 3.00 1000... 25.00

LUSTRE. Tall, large flowered, orange-vermilion.
1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.25 1000... 17.50

MING TOY. Very beautiful buff flower with yellow throat.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

MARNIA (Prim.) (Improved Tiplady). Fine large flower of grenadine orange, Tyrian rose feathered; fine forcer.
1st Size. 100...\$3.00 1000...\$25.00
2nd Size. 100... 2.50 1000... 20.00

ORANGE QUEEN. An early bloomer, good grower and color copper-orange.
1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

PRIMUMELLA (Prim.). A grand ruffled butterfly orchid-like flower. Orange-saffron color.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.60 1000... 11.00

PRIDE OF LANCASTER. Orange-salmon, deeper blotch in throat.
1st Size. 100...\$2.90 1000...\$24.00
2nd Size. 100... 2.50 1000... 20.00

SPIRIT OF ST. LOUIS. Fine early orange saffron. Large spike with many open at one time.
1st Size. 100...\$3.00 1000...\$25.00
2nd Size. 100... 2.50 1000... 20.00

SCHWABEN. A clear citron-yellow with aster-purple tongue on lower petals.
1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.85 1000... 13.50

SOUVENIR. Most superb deep yellow self. Tall stemmed.
1st Size. 100...\$1.90 1000...\$14.00
2nd Size. 100... 1.70 1000... 12.00

KUNDERD'S MIXED GLADIOLUS (See Page 55), EXCEPTIONALLY GOOD FOR "DRY BULB" MERCHANDISING OVER THE COUNTER TO THE PUBLIC FOR HOME GARDEN PLANTING. NOT TO BE COMPARED TO THE "COMMON RUN" MIXTURE, BUT AN ASSORTMENT THAT IS REALLY WORTH WHILE!

SUBJECT TO PRIOR SALE!

WE SPECIALIZE IN CARNATION AND CHRYSANTHEMUM STRONG ROOTED CUTTINGS—SPECIAL CATALOG MAILED FREE.



A. B. C. "SUPREME" QUALITY GLADIOLUS

LAVENDER, VIOLET AND BLUE SHADES

First Size (All 1 1/2" up)
Second Size (All 1 1/4" to 1 1/2")

ANNA EBERIUS. Dark velvety plum-rose, throat deeper shade.

1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

BERTY SNOW. One of the best commercial lavenders. Has good substance.

1st Size. 100...\$3.00 1000...\$25.00
2nd Size. 100... 2.50 1000... 20.00

CAPT. BOYNTON. Large flower; color, white suffused lavender, blotched deeper lavender in throat.

1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

CHAS. DICKENS. Beautiful violet-red with darker blotch. Very attractive.

1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.25 1000... 17.50

HERADA. Pure mauve with deeper markings on throat and on lower petals.

1st Size. 100...\$2.10 1000...\$16.00
2nd Size. 100... 1.90 1000... 14.00

MARMORA (New). One of the finest new varieties; giant spike with six or eight enormous perfectly placed lavender grey florets open at one time.

1st Size. 100...\$2.70 1000...\$22.00
2nd Size. 100... 2.50 1000... 20.00

MRS. F. C. PETERS. A rich, rosy-lavender, with a patch of bright crimson on lower petals.

1st Size. 100...\$2.50 1000...\$20.00
2nd Size. 100... 2.25 1000... 17.50

MINUET (New). This large flowered clear orchid-lavender is a joy to grow, with its beautiful placement and waxy texture. Easily at the top of the lavender list.

1st Size. 100...\$2.90 1000...\$24.00
2nd Size. 100... 2.50 1000... 20.00

MRS. VAN KONYNENBURG (New). A very fine strong growing blue Glad. Much superior to most of older blues.

1st Size. 100...\$2.70 1000...\$22.00
2nd Size. 100... 2.40 1000... 19.00

RUTH HUNTINGTON. Beautiful violet-lilac with deeper lilac markings on lower petals.

1st Size. 100...\$2.30 1000...\$18.00
2nd Size. 100... 2.00 1000... 15.00

**"MINUET" IS OUTSTANDING
FOR CUT FLOWERS**

LAVENDER, VIOLET AND BLUE SHADES

First Size (All 1 1/2" up)
Second Size (All 1 1/4" to 1 1/2")

VEILCHENBLAU (New). Still one of the best blues. Large flowers on a good spike. Attractive deep violet-blue.

1st Size.
100...\$3.00 1000...\$25.00
2nd Size.
100...\$2.70 1000...\$22.00

VIOLET BEAUTY. Tall, large, cerise-violet. Red throat blotches.

1st Size.
100...\$2.20 1000...\$17.00
2nd Size.
100...\$2.00 1000...\$15.00

GLADIOLUS IN MIXTURE

KUNDERD'S "GLORY" STRAIN

**Especially recom-
mended to Florists,
Nurserymen and
Seedsmen**

**For "Bulb Merchandis-
ing" to the public, for
garden show or the
production of mixed
cut-flowers.**

**Contains a good selec-
tion of Kunderd vari-
eties with a large range
of color.**

1st Size. 100...\$ 1.70
1000... 12.00
2nd Size. 100... 1.50
1000... 10.00



"Mrs. Frank Pendleton," an old standby, and still one of the most favored cut-flower sorts. Either for forcing or open ground culture.

A WORD TO THE WISE:
Early purchase of Gladiolus
Bulbs is, we believe, much
to the interest of the buyer
this year.

SUBJECT TO PRIOR SALE!

"PICARDY" — A CUT-FLOWER GLADIOLUS THAT YOU CANNOT AFFORD TO PASS BY.



A. B. C. improved "Erabu"

A. B. C. IMPROVED "ERABU"

(Illustrated Above)

The Most Valuable Florists' Lily Introduced to the Trade in the Past 25 Years (Delivery Fall 1935)

Each case of A. B. C. "Erabu" Lilies contains government certificate, insuring you of trueness of type and healthfulness of bulbs. "Erabu" is particularly recommended to growers who are required to carry Lily plants under comparatively cool temperature for Easter bloom. Recommended for planting in the South where heat control does not always obtain. (Delivery Fall 1935.)

Size	No. in Case	Size	No. in Case
6 to 8-inch.....	400	8 to 10-inch.....	225
7 to 9-inch.....	300	9 to 10-inch.....	200

Prices Quoted on Application

LILY-OF-THE-VALLEY PIPS

A. B. C. "Supreme" Florists' Quality.

Our stock of these is imported direct by us from the foremost Lily-of-the-Valley grower in Germany, and is of unsurpassed quality. We can supply these in cases of 250, 500-1,000 and 2,500 pips from cold storage, Chicago and New York.

Per 100 Pips.....	\$ 4.50
Per 250 Pips.....	11.00
Per 500 Pips.....	21.00
Per 1,000 Pips.....	40.00

LILY-OF-THE-VALLEY CLUMPS

For garden culture. Dozen...	\$ 3.00
100	20.00

See Following Pages for
Additional List of Lilies

A.B.C. Lily Headquarters

LILIUM GIGANTEUM

"Mountain Grown" 1934 Crop, from Cold Storage

This is the only desirable type of Giganteum suitable for cold storage purposes.

	Per 100	Per Case
7 to 9-inch, 300 bulbs, in original case....	\$ 6.50	\$15.50
8 to 10-inch, 225 bulbs, in original case....	8.50	17.00
9 to 10-inch, 200 bulbs, in original case....	10.00	18.00

LILIUM NIPPON

"Improved Giganteum"

(New Crop) Fall 1935 Delivery

Quantity of this Lily is limited. Nippon forces easy; healthy; more blooms than regular Giganteum. Makes an ideal Easter plant. Try a case. You will be more than pleased.

	No. in Case
7 to 9-inch.....	300
8 to 10-inch.....	225

"Mountain Grown" (New Crop) (Delivery Fall 1935)

No. in Case	No. in Case
6 to 8-inch.....400	8 to 10-inch.....225
7 to 9-inch.....300	9 to 10-inch.....200
8 to 9-inch.....250	10 to 11-inch.....150

Prices Established in August

LILIUM CANDIDUM

Imported Northern French Grown

Pure white Madonna Lily, bulbs available during August, September and October only. Price on application. Early orders for this Lily desirable.

LILIUM HARRISII

Bermuda Grown

(Delivery August-September, 1935)

The high quality of Bermuda Lily bulbs now obtainable induces numerous of our customers to plant this type for early flowering. Sizes: 6 to 8-inch, 7 to 9-inch, 9 to 11-inch, 11 to 13-inch. Prices on application.



House of A. B. C. Lilium Giganteum Grown for 1934 Easter by Mr. Phillips Roland, Revere, Mass. Under observation by Mr. J. J. Karins, Manager of A. B. C., New York.

Year After Year A. B. C. Lilies Are Found Dependable

LILIUM AURATUM

Gold banded Lily of Japan. From cold storage.

	Per 100	Per Case
7 to 9-inch—250 to case.....	\$ 7.00	\$14.00
8 to 9-inch—170 to case.....	7.00	14.00
8 to 10-inch—150 to case.....	10.00	14.00
9 to 10-inch—120 to case.....	12.00	14.00
10 to 11-inch— 90 to case.....	15.00
11 to 13-inch— 70 to case.....	15.00

LILIUM SPECIOSUM ALBUM

White. From cold storage.

	Per 100	Per Case
7 to 9-inch—220 to case.....	\$10.00	\$18.00
8 to 9-inch—200 to case.....	11.00	18.00
8 to 10-inch—170 to case.....	12.00	18.00

LILIUM SPECIOSUM MAGNIFICUM—Improved Rubrum

The "Aristocrat" of Lilies for cut flowers. See illustration below of beautiful standing wreath in which this Lily was artistically used in conjunction with Orchids. Of easy culture.

From cold storage. White ground, pink spotted. Recommended for both under glass and outdoor culture.

	Per 100	Per Case
7 to 9-inch—250 to case.....	\$ 7.00	\$14.00
8 to 9-inch—200 to case.....	9.00	14.00
8 to 10-inch—170 to case.....	10.00	14.00
9 to 10-inch—150 to case.....	12.00	14.00
9 to 11-inch—130 to case.....	14.00	15.00
10 to 11-inch—120 to case.....	15.00	15.00
11 to 13-inch— 80 to case.....	15.00
12 to 15-inch— 60 to case.....	15.00



Lilium Auratum As a Pot Plant

LILIUM AURATUM PLATYPHYLLUM

From cold storage.	Per 100	Per Case
7 to 9-inch—200 to case.....	\$11.00	\$19.00
8 to 10-inch—150 to case.....	14.00	19.00
9 to 10-inch—120 to case.....	17.00	19.00
10 to 11-inch— 90 to case.....	20.00
11 to 13-inch— 70 to case.....	20.00

LILIUM TIGRINUM SPLENDENS, SINGLE

The old-fashioned "Tiger Lily." Florists are again taking up the cultivation of this showy, bright orange Lily, with black spots. Blooms freely outdoors in midsummer and provides showy material for window decoration, basket work, etc.

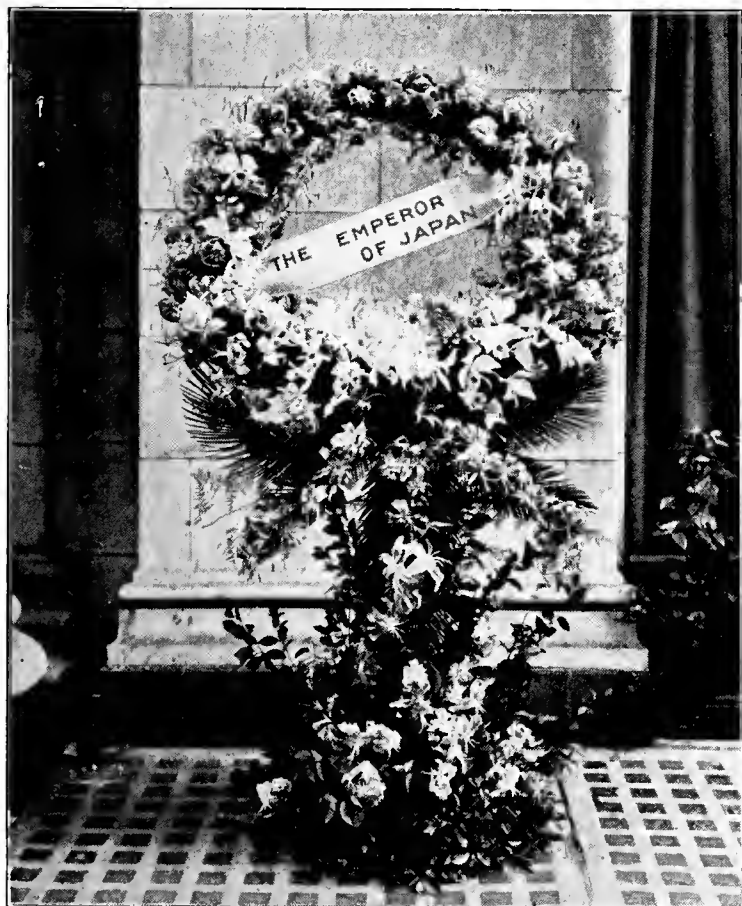
	Per 100	Per Case
7 to 9-inch—250 to case.....	\$ 7.00	\$14.00
8 to 9-inch—200 to case.....	9.00	14.00
8 to 10-inch—170 to case.....	10.00	14.00
9 to 10-inch—150 to case.....	12.00	14.00
10 to 11-inch—120 to case.....	15.00	15.00
11 to 13-inch— 80 to case.....	15.00
12 to 13-inch— 70 to case.....	15.00

LILIUM TIGRINUM FI. PL.

Double-flowered.	Per 100	Per Case
5 to 7-inch—300 to case.....	\$4.50	\$10.00

LILIES GROWN AS POT PLANTS

Numerous Growers Have Found Liliums Auratum, Magnificum, Ten- uifolium and Tigrinum to Prove Profitable when Grown as Pot Plants, Especially "Magnificum."



"THE ARISTOCRAT OF LILIES"

Standing Wreath Composed of Orchids and Lilium Rub- rum (Magnificum). There is No Lily that Lends Itself so Gracefully to Floral Work of All Kinds. Has a Particular Charm All of Its Own. Easily Grown.

SEE NEXT PAGE FOR ADDITIONAL LIST OF LILIES



Lilium Speciosum Magnificum (Improved Rubrum)
Now in great favor for Corsage Bouquets
General Cut Flower Work and Pot Plants.
(See previous page for prices.)

THE REGALE LILY—True Northern Grown
(See basket arrangement on this page)

The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet; the fragrance is fascinating. Per 100 Per 1,000

5 to 6-inch.....	\$ 6.00	\$ 55.00
6 to 7-inch.....	7.50	70.00
7 to 8-inch.....	9.50	90.00
8 to 9-inch.....	12.50	110.00
9 to 10-inch.....	17.50	165.00
10 to 11-inch.....	22.50	215.00
11 to 12-inch.....	30.00	290.00

25 Bulbs at 100 rate — 250 Bulbs at 1,000 rate
Our Supply of Regale Lilies is from Bulbous Stock,
Not Seeds. There's a difference in your favor—
namely, the type is true.

VARIOUS LILIES

Canadense. Flavum, yellow	Per 10	Per 100
flowered	\$1.50	\$10.00
Canadense Rubrum. Red flowered..	1.75	12.00
Davuricum. Flowers of rich orange shade, flushed red and spotted black.		
June and July. 2 feet.....	2.00	15.00
Elegans Red	1.75	12.00
Elegans Orange	1.75	12.00
Elegans Mixed	1.50	10.00
Elegans Taishosuhashi	1.50	10.00
Pardalinum. Bright orange-spotted crimson	2.75	22.50
Rubellum. Rose-pink with yellow anthers	1.50	10.00
Superbum (Swamp Lily). Graceful stems 5 to 6 ft., terminating in a pyra- mid of bright orange-crimson flowers	1.75	12.00
Umbellatum Erectum. Red, flushed orange, tall and vigorous.....	1.75	12.00

Lilies work so wonderfully well into a great variety
of basket designs that it will pay you to have a
good planting of several varieties next summer.

SEE PREVIOUS PAGES FOR ADDITIONAL LIST OF LILIES.

A. B. C. Lily Headquarters

LILIUM BATEMANNAE

This beautiful apricot shaded Lily is easy of cultivation and provides desir-
able cut flowers. Per Dozen Per 100

5 to 7-inch.....	\$1.50	\$10.00
------------------	--------	---------

LILIUM HANSONII

One of the most popular of Japanese Lilies because of its easy culture. The
stout stems will bear numerous flowers of a deep rich orange-yellow shade,
spotted brown. Per Dozen Per 100

7 to 9-inch—150 to case.....	\$2.00	\$15.00
8 to 9-inch—100 to case.....	2.25	17.00
9 to 10-inch—100 to case.....	2.75	19.50
10 to 11-inch— 50 to case.....	4.00	28.00

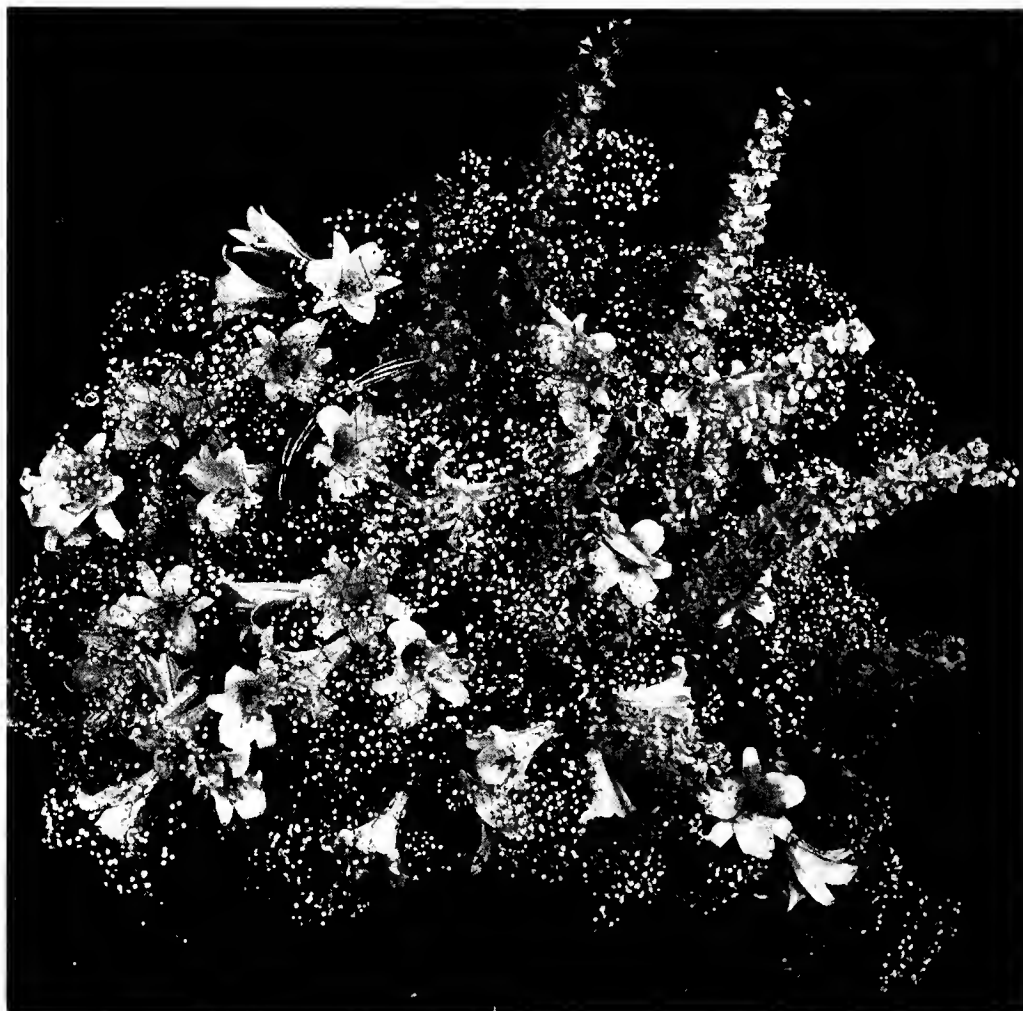
LILIUM HENRYI

Similar to the Speciosums in form, height 4 to 5 feet. The beautiful orange
flowers with their green band are very effective.

	No. in Case	Per 100	Per Case
7 to 9-inch.....	250	\$ 7.00	\$14.00
8 to 9-inch.....	200	9.00	14.00
9 to 10-inch.....	150	12.00	14.00
10 to 11-inch.....	120		14.00
11 to 12-inch.....	90		15.00
12 to 13-inch.....	70		15.00
13 to 15-inch.....	60		15.00
14 to 15-inch.....	50		15.00

TENUIFOLIUM

Now in great favor as a pot plant as well as for cutting. Growing on an
average of 18 inches high with numerous deep scarlet, waxen, recurved
flowers on wiry stems covered with long narrow foliage.
Per 10.....\$1.50 Per 100.....\$10.00



The above showy basket arrangement is composed of Regale Lilies, Delphinium
(Blackmore and Langdon Hybrids) and Gypsophila (Bristol Fairy.)

Regale Lilies find many places in cut flower work.

See Perennial Pages in this Book for Prices on Delphinium and Gypsophila Plants.



Only A. B. C. Texas-grown Paper White Bulbs will produce these results. Sure bloomers!

Narcissus

Paper White

"LoneStar" Brand

Qualify for Early
Blooming

Note the following:

Excerpt from the
Florists' Review,
issue of Nov. 15,
1934:

"Texas-grown Paper Whites are in bloom in the Wabash Avenue store of the George Wienhoeber Co., which the American Bulb Co. states are the first blooms on record this year in America. The Lone Star brand bulbs were planted October 3, and the first blooms started to appear November 9. The A.B.C. states that Texas-grown Paper Whites planted in November will bloom the first of December and can be timed for any blooming date, that these have proved to be ideal for planting in greenhouse soil and for growing in pebbles and water."

Polyanthus Narcissus

"Lone Star" Brand

TRUE TEXAS GROWN

We call your particular attention to our "Paper Whites" and "Soleil D'Or" grown in Texas. They are equal to the French (flowers above the foliage, no grass). As Mr. Bernard, a prominent French Narcissus grower, stated, when he was here a few years ago (having had more than forty years' experience in the growing and handling of French Narcissi), in order to grow good "Paper Whites" you must produce bulbs in one season's growth. Our climate in northeastern Texas is adapted for the culture of "Paper Whites." We have cool autumns, slight snows in the wintertime, as in southern France, and we have a long spring of good growing weather, which gives us that one season's growth. Since growing "Paper Whites" in Texas we have delivered up to ten million without complaint.

Every case is marked "Texas-grown," and with a government certificate showing where they were produced. Therefore, buyers are assured of the genuine product.

Headquarters for
Texas Grown
Early Flowering
DAFFODILS
Also Oregon and
Washington
Grown Bulbs
for Later
Flowering

THREE NEW GERANIUMS OF HIGH VALUE

"LADY JANE" (New)

A remarkably good rich cerise-red bloom of splendid size. Borne on stiff stems well above the foliage. Wonderfully free bloomer, throwing either a break or bloom every other leaf. Short to medium jointed. The ideal Geranium for Decoration Day blooming.

Price—2¼-inch:

Per 100.....\$10.00
Per 1000..... 85.00

250 at 1000 rate.

"SNOWBALL" (New)

Pure, double white. Dark green foliage, strong grower, will carry six to ten flowering stems for Mother's Day. Will not go bad in center of flowers, but will turn a light pink with age. Proven to be the best white on the market today.

Price—2¼-inch:

Per 100.....\$ 8.00
Per 1000..... 75.00

250 at 1000 rate

"WYONA" (New)

Brick red, dark green foliage, extra strong grower, will carry three times the flowers of either "Ricard" or "Helen Michell." Best for Memorial Day. Good grower outside and will replace "Michell" and "Ricard" in time.

Price—2¼-inch:

Per 100.....\$ 8.00
Per 1000..... 75.00

250 at 1000 rate.

Bouvardia Plants

This old favorite of our grandmothers' day is coming strongly into favor again. We have arranged with a specialist grower for a good supply of the most favored kinds.

Coral Pink, White, and Pink with White Throat. 2-inch pots.

Per 100.....\$8.00

Humboldtii—large White, 2-in. pots.

Per 100.....\$10.00

Per 1000..... 85.00

All F. O. B. Portland, Oregon.

SEE FOLLOWING PAGES FOR LIST OF MISCELLANEOUS PLANTS



Begonia "Gloria," Vivid Rose-Pink Sport of Melior

New Begonia "GLORIA"

We Suggest Early Orders for "Gloria". The Past Season Supply Was Far Short of the Demand.

(Following is excerpt from Florists' Review)

NEW HOLIDAY BEGONIA "GLORIA"

"A new winter-flowering Begonia that will undoubtedly prove of great value for Christmas sales is Gloria. It is a sport of Melior, being characterized by more compact growth, smaller leaves and a much deeper and richer color. The last-named can be described as a brilliant or vivid glowing rose-pink, the flowers having an iridescent sheen that gives great life to the mass of blooms, but which is lost in the accompanying reproduction. Most of the flowers are male, so that they hold on longer and better than do those of other varieties of this type.

"The compact dense growth of Gloria makes less tying and fewer supports necessary, which factor saves much time for the grower. For the same reason, the plants can be shipped with less danger of damage in transit. The plants are vigorous and practically immune to fungous diseases when properly grown.

"In the five years of its existence, Gloria has shown no tendency whatever to revert to type or vary from the standard of its type, according to its originator."

2 1/4-INCH PLANTS FOR DELIVERY MAY-JUNE, 1935

Prices: Per 100.....\$22.50 Per 1,000.....\$200.00

WE CAN ALSO SUPPLY IN SEASON CHOICE BEGONIAS "LADY MAC" AND "MELIOR" FROM 2 1/2-INCH POTS AT MARKET PRICE.

WE SPECIALIZE IN SMALL PLANTS FOR THE FLORIST GROWER. WRITE US ABOUT YOUR NEEDS ALONG THIS LINE.



Calceolarias in the Better Varieties

Chinese Evergreen

(See Illustration Opposite)

A very hardy house plant and quick seller to the public. Try a sample lot of 25 plants. Display them prominently and "see them go."

2 1/2-inch—
Per 100.....\$12.00
25 at 100 rate.

Calceolarias

From 2 1/4-inch pots. Fall 1935 delivery.

Gloria, Medfordii, Pink Beauty. Rosacker's brilliant, Stewartii, etc.

Also choicest Hybrids. Market Price.



Chinese Evergreen (Aglaonema Modestum)
The most satisfactory of all plants for indoor growing.

HEADQUARTERS FOR CARNATION AND CHRYSANTHEMUM ROOTED CUTTINGS. WRITE FOR SPECIAL LIST, MAILED FREE



SENSATIONAL—NEW LIGHT PINK

CARNATION

"UNCLE DICK" (Illustrated Opposite)

"Uncle Dick" was awarded the Dorner Memorial Medal at the exposition of the American Carnation Society, held at Indianapolis, Indiana, on the eighth and ninth of February, 1934.

CHARACTERISTICS of GROWTH and HABIT of "UNCLE DICK"

1. The bloom is characterized by its large size and fullness and distinctive shade of light pink. It is a highly built flower with excellent form and is the largest light pink carnation offered to the trade. Size is 4 to 4½ inches in diameter and the size is apparent at the beginning of the season, and continues throughout the entire season.

2. The color is a very clear, pleasing shade of light pink, holding its color throughout the season.

3. "Uncle Dick" produces flowers of excellent quality. The unusual demand for them in the markets and prices paid for them show without question that "Uncle Dick" is a quality carnation.

4. The flowers are borne on strong, sturdy stems of unusual thickness and holds the large bloom unusually well throughout the season.

5. "Uncle Dick's" excellent keeping qualities have accounted for itself through extensive shipping.

6. "Uncle Dick" is found to produce more blooms than any other variety of large carnation of its size.

7. The fragrance of the bloom is extraordinary and distinctive for its strong but sweet clove character. The increased fragrance is readily noticeable by comparison with that of the known varieties.

Prices:

Per doz. . . . \$3.00 Per 100 . . . \$12.50 Per 1,000 . . . \$100.00
250 at the 1,000 rate

We issue you a permit to propagate all you want for your own planting.

SPECIAL CARNATION CATALOGUE FOR 1935

If you are interested in strong rooted cuttings of all the good new and worth-while standard varieties, please ask for our special list. Mailed free.



New Light Pink Carnation "Uncle Dick"

Save Money on Your 1935 CHRYSANTHEMUM CROP

Strong rooted cuttings from stock plants which are free from midge, thrips and mealy bug (produced by a specialist) will get off to a quicker, healthier start. As a result you will be able to save time and to use less insecticide later in the season when it is expensive to try to clean up the heavy foliage on large plants.

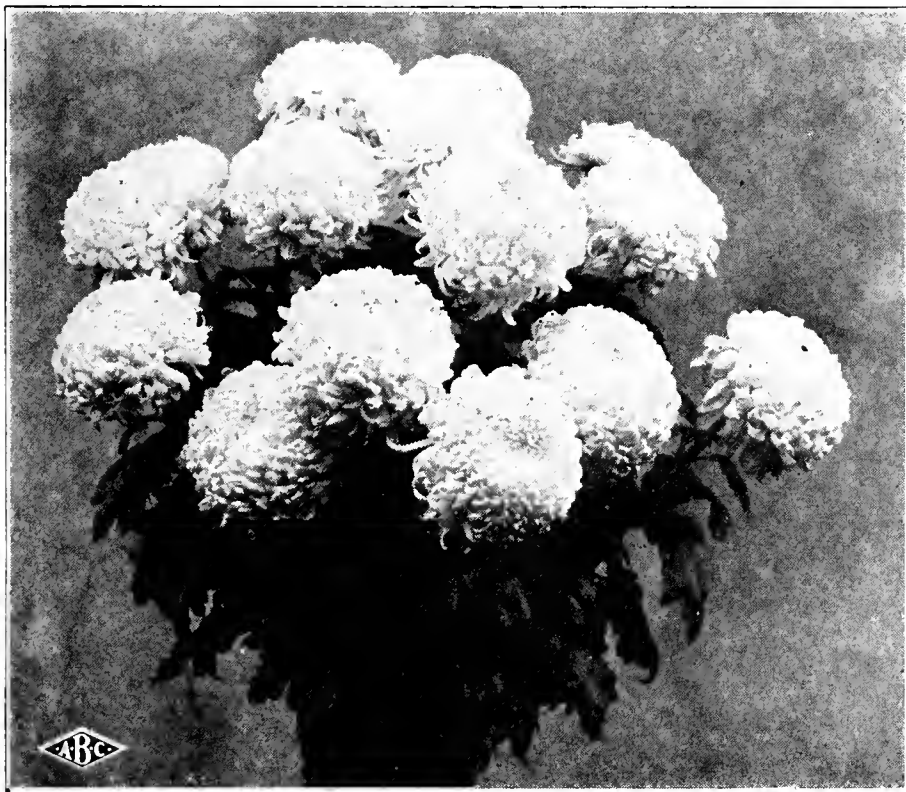
Fritz Bahr, in the Florists' Exchange:

CHRYSANTHEMUM STOCK PLANTS

"I still am of the opinion that the man who can use but a few thousand rooted Mum cuttings in Spring in 25 or more sorts, is every bit as well off if he lets the specialist supply him rather than carry over his own stock plants. Aside from the trouble of keeping the different sorts true to name, one must carefully overwinter the old plants and keep them free of insects and disease, to permit having strong, healthy, well rooted cuttings of uniform size at the right time. It is really a business in itself and while retail growers may know well how to do it, many don't have the time to give the stock plants proper attention."

We issue a special catalogue of this line containing all of the older kinds of value, as well as novelties of merit which will enable you to keep "on top" with your Mum production.

This special "Mum" catalogue indicates date of blooming of the various sorts and will be mailed free for the asking.



Chrysanthemums — Strong Rooted Cuttings by the 25 or 100,000 plants; produced by a specialist who "knows how".

WE ARE PRODUCERS OF GLADIOLUS BULBS IN THE "BETTER" VARIETIES. OUR COMPLETE LISTING IS CONTAINED IN THIS CATALOGUE



Ficus Elastica "Rubber Plant"
Strong Moss Rooted Cuttings.

Ficus Elastica "Rubber Plants"

Strong, moss rooted cuttings. This desirable house plant is again coming into favor with the public.

Per 100.....\$15.00 Per 1000.....\$110.00

F. O. B. Shipment, New Orleans, La. Delivery April-May.

Philodendron Cordatum

This climbing genus has been taken up by the florists' trade in a large way, since this plant adapts itself unusually well to the unnatural conditions of the average home better than most any other plant. A very large demand has ensued from the public. It is particularly suitable for sun parlor decoration, but does equally well in any part of the house, even in comparatively dark situations. Can be grown successfully in pots or hanging baskets, but seems particularly "happy" in wall pockets. Florists have found an unusually large demand for this valuable trailing vine and it can be merchandised with the assurance of giving utmost satisfaction with a minimum of care. It furnishes a beautiful "green atmosphere" and attracts no little attention. Try out this valuable plant in a merchandising way; we are sure you will follow with a repeat order in a short time.

2½-inch pots (25 at 100 rate).....Per 100 \$8.00

Dwarf Polyantha or "Baby" Roses

We have produced on contract and in large volume for delivery Fall, 1935, the choicer varieties, such as Triomphe Orleainas, Mme. Levavasseur, Golden Salmon, Ideal, Gloria Mundi, etc.

Forcing Climbing Roses

Eugene Jacquet, Dorothy Perkins, Marie Gouchalt, etc.

Prices of Roses on application.

Spiraea (Astilbe)

Strong forcing clumps, Gladstone, Gloria, Deutchland, Peach Blossom, Princess Mary, America and Queen Alexandra. Prices on application.

POINSETTIAS

"THE BETTER VARIETIES"

(Spring 1935 Delivery)

Stock Plants of "Supreme" Quality

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

VARIETIES AND PRICES (Stock Plants)

SPECIAL NOTE: A SAVING FOR YOU

On all orders for Poinsettia stock plants placed before March 1st, 1935, freight will be prepaid to Chicago, Pittsburgh or New York, after which time prices quoted above are F. O. B. shipment, California.

Mrs. Paul Ecke. Recognized as the best red pot plant variety.
Per 100....\$15.00 \$25.00 \$35.00 \$50.00
According to size.

White Poinsettia. Gaining in popularity due to demand for all white flowers. Especially useful for window decorations.
Per 100....\$15.00 \$25.00 \$35.00 \$50.00
According to size.

Oakleaf, St. Louis, Henrietta Ecke (Double) Hollywood, Pink, Christmas Red and Early Varieties.
Per 100....\$15.00 \$25.00 \$35.00 \$45.00
According to size.

Barbara Ecke (New) Bracts are of bright color similar to that of Mrs. Paul Ecke. Branches freely and has a wiry stem. The foliage has a reddish sheen and is a darker green than the Oak Leaf. It will not bruise easily in handling.
Per 100.....\$25.00 \$50.00 \$75.00
According to size.

N. B. The varieties "Barbara Ecke" and "White" are in comparatively small supply and early orders for these two kinds are suggested. In the event that a shortage of same develops, pro-rata delivery will be made on all orders.—A. B. C.

DELPHINIUM SEED SOWN UNDER GLASS JANUARY-FEBRUARY AND TRANSPLANTED OUTDOORS IN SPRING. WILL BLOOM JULY-AUGUST

Miscellaneous Flowering and Ornamental Plants

A page of desirable plants produced by specialists. Quality A-No. 1 in every respect and packing such that plants should reach you in the ordinary course in the best of condition. We make a specialty of small plant stock and shall be glad to receive correspondence with regard to your needs along this line.

THE SENSATIONAL CUT-FLOWER NOVELTY :

LIEB'S WINTER MARIGOLD

THE ORIGINATOR'S IMPROVED STRAIN

(See illustration opposite)

New Winter Cut Flower, deep brown with golden yellow crested center. Flowers five weeks after planting, continuing 5 months. Flowers are of wonderful keeping quality and have a distinctly sweet odor. Plant from September to March in any house that can be kept free from frost. Fine to follow Mums. Plant 10 by 10 inches and pinch back once. No insect pests.

The Best Paying Bench Space in Your Greenhouses

Prices:

100 plants ready for bench . . . \$7.00 1000 plants ready for bench . . . \$65.00



Lieb's Winter Marigold, a most desirable cut flower

AGERATUM

	Per 100	Per 1000
"New Riverside," dwarf, free bloomer, R. C.	\$2.00	\$15.00
Cardinal Mundelein, dwarf, R. C.	1.50	12.00
Improved Fraseri, R. C.	1.50	12.00
Riverside, 2 1/4-inch	4.50	40.00
Cardinal Mundelein and Improved Fraseri, 2 1/4-in.	4.00	35.00

ALTERNANTHERAS

	Per 100	Per 1000
Versicolor Red, Brilliantissima Red and Yellow, all dwarf varieties, rooted cuttings transplanted in soil	\$1.25	\$10.00

COLEUS

	Per 100	Per 1000
Xmas Cheer, Queen Victoria, Gold Bound, Helen, Imp. Harding, Lincoln, Big Tim, Sun Ray, Red Cloud, Hollywood Rose, Spreckled Beauty, Red Turner, Empress of Japan, Trailing Queen and Golden Bedder, R. C.	\$1.50	\$12.50
2 1/4-inch on all the above	4.50	40.00
Green Goddess, R. C.	2.00	18.00
2 1/4-inch Green Goddess	5.00	45.00

DAISIES

	Per 100	Per 1000
Boston Yellow, R. C., and Nicholson White, R. C.	\$3.00	\$27.50
2 1/4-inch plants on the above	6.00	55.00

IVIES

	Per 100	Per 1000
English, strong 2 1/4-inch	\$5.00	\$45.00
Hahn's New Branching Ivy. (Very worth-while.)		
2 1/4-inch. Per 100	\$12.00	Per 1000 \$100.00
3 -inch. Per 100	25.00	
4 -inch. Per 100	35.00	
5 -inch. Per 100	50.00	

F. O. B. Shipment Penna.

LANTANAS

	Per 100	Per 1000
Radiation Red, and Caprice Pink, 2 1/4-inch	\$5.00	\$45.00

VERBENAS

Verbenas from rooted cuttings are much superior to seedlings, likewise producing larger flowers as a rule.

	Per 100	Per 1000
New Scarlet Oxfords, large bloom, solid color, R. C.	\$2.00	\$15.00
True Beauty of Oxfords, Cerise, R. C.	2.00	15.00
True Beauty of Oxfords, Pink, R. C.	2.00	15.00
True Beauty of Oxfords, Lavender, R. C.	2.00	15.00
True Mayflower, light Pink, R. C.	2.00	15.00
Scarlet King, very bright Red with eye, R. C.	2.00	15.00
Schlosser's Pride, dark Red, solid color, R. C.	2.00	15.00
Improved Helen Willmott, Salmon Pink, R. C.	2.00	15.00
Royal Purple, R. C.	2.00	15.00
Gigantea Alba, pure White, R. C.	2.00	15.00
2 1/4-inch plants on all above	4.50	40.00

SPECIAL NOTE: WE ADVERTISE SEASONABLE PLANT ITEMS IN CLASSIFIED PAGES OF THE FLORISTS' REVIEW FROM TIME TO TIME DURING THE YEAR AND BELIEVE YOU WILL FIND IT WORTH WHILE TO OBSERVE THE SAME.—A. B. C.



Above illustration shows results obtained from A. B. C. "Supreme" Quality Bulb Products.

DUTCH, FRENCH, JAPANESE AND AMERICAN BULBS

Our direct connection with grower specialists and personal field inspection during the growing season insures the buyer

DEPENDABLE STOCKS AT PRICES IN KEEPING WITH THE MARKET

Our prices are quoted F. O. B. New York either of the above named shipping points. or Chicago. Ocean freight and duty paid. No ambiguous charges being added. "We You know just what bulbs will cost at can and will supply you to advantage."

(N. B. We publish a special Fall Bulb Catalogue September First. Copy mailed free.)

FERTILIZERS, INSECTICIDES, CANE STAKES, ETC.

Our subsidiary (AMERICAN FLORISTS' SUPPLY CO., 1335 West Randolph St., Chicago, Ill.) is prepared to supply this line at prices that should prove of interest to the Buyer, with prompt shipment—Special 24 page catalogue of this department mailed free for the asking—A.B.C.

The Florist - Grower's Book of the Hour — Fritz Bahr's "Commercial Floriculture"

IF YOU ARE IN THE RETAIL GROWING BUSINESS, or if you have any idea of ever getting into it, you can make no better investment than to buy a copy of Fritz Bahr's Commercial Floriculture. The price is \$5.50 per copy, postpaid for cash with order or postage extra on charge orders.

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ORDER SHEET

For **A. B. C.** SEEDS, BULBS, PLANTS, Etc.

ORDER NO.

Date _____ 1935

AMERICAN BULB COMPANY, 31 West 27th Street, New York City.

Ship To (Please prefix)
NAME (Mr., Mrs. or Miss)

-c/o.

Street _____ P. O. Box _____

Post Office _____ R. F. D. No. _____

**Freight or
Express Address.**

County _____ State _____

Please DO NOT Write
in Space Above.

MARK X
SEND BY Over the word designating method
by which shipment is desired

FREIGHT

EXPRESS

BOAT

PARCEL POST

**LOCAL
EXPRESS**

ORDER
FILLED BY

Veg. Seeds

Flo. Seeds

Bulbs

Plants

Sundries

Insect.

Grass Seed

Fertil.

DATE
FILLED

**DOUBLE
CHECKED BY**

IF OUT OF VARIETY ORDERED KINDLY STATE IF WE HAVE YOUR PERMISSION TO SUBSTITUTE EQUAL OR BETTER IN NEAREST WE CAN SUPPLY? Answer

Shipped Via and Date[illegible]

KINDLY DO NOT ASK QUESTIONS ON THIS ORDER SHEET, BUT WRITE THEM, AND ALL COMMUNICATIONS REQUIRING AN ANSWER, ON A SEPARATE SHEET AND ENCLOSE WITH ORDER, TO INSURE A PROMPT REPLY.

DISCLAIMER: The American Bulb Co. gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

[SEE OTHER SIDE]

DELPHINIUM

(Hardy Larkspur)

LATE DELPHINIUMS

As every grower knows, it is necessary to keep sowing Delphiniums each year to maintain a regular supply of plants. Old plants will give a fair second crop, but it is from the seedlings that we get results late in the season. From seeds of the choice hybrids sown in January and February in heat, later potted off singly and planted out when the weather becomes settled, excellent flower spikes are produced from early August onward. Such plants give much finer spikes than are seen on the second crop on the older stock, and it is a simple matter to dispose of a large proportion of these while they are in flower. The same holds true of the older varieties like Belladonna and Bellamosum, while Chinensis is easily flowered in a few months from the seed and may be treated as an annual or biennial, being really not a true perennial at all. All of these Delphiniums demand a well drained and sweetened soil. Bone freely used is an excellent food for them. Sprayings of Bordeaux mixture with nicotine sulphate and soap will do much toward keeping plants clean; this is especially true of the choice hybrids.

BELLADONNA IMPROVED (*Cliveden Beauty*). Larger flowered and a stronger grower than the original Belladonna.

Tr. Pkt.....50c Oz.....\$2.00

BELLADONNA. Light turquoise blue.

Tr. Pkt.....35c Oz.....\$1.75 1/4 lb.....\$6.50

BELLAMOSUM. A rich, deep blue form of Belladonna. Tr. Pkt.....50c Oz.....\$1.75

GOLD MEDAL HYBRIDS. Fine strain of mixed hybrids. Tr. Pkt.....25c Oz.....\$1.00

ICEBERG. New pure white.

Tr. Pkt.....75c 1/4 oz.....\$2.50

WRENHAM HOLLYHOCK STRAIN.

Tr. Pkt.....50c Oz.....\$5.00

BLACKMORE & LANGDON'S HYBRIDS. Direct from B. & L., England. Considered the choicest hybrids in existence. (See below opposite.)

Tr. Pkt.....\$1.00 Oz.....\$7.00

BLACKMORE & LANGDON'S. (Strain produced in America.) Tr. Pkt.....50c Oz.....\$4.00

CHINENSIS. *Cambridge Blue* (Annual). Rich Belladonna Blue. Tr. Pkt....25c Oz....\$2.50

CARDINALE. Scarlet. Tr. Pkt...35c Oz...\$2.50

CHINENSIS. Blue Butterfly (Annual). Ultramarine blue. Tr. Pkt.....40c Oz.....\$1.50



HARDY DELPHINIUM

Blackmore and Langdon's "Gold Medal" Strain

RECOGNIZED THE WORLD OVER AS SUPREME IN DELPHINIUMS

Fancy Perennial Delphinium of the Blackmore and Langdon type, offered opposite, are quite hardy, provide cut flowers of real class, and are good "profit providers."

SPECIAL NOTE: We have recently imported from Blackmore & Langdon (England) a large collection of their choicest named varieties in various colors and shades. Each variety in separate package and containing not less than 100 seeds, which we offer at \$1.25 per package or 5 varieties for \$5.00. If you are desirous of producing Hardy Delphinium that will create a sensation when in

bloom, allow us to make up a selection. We promise that you will be agreeably surprised with the results obtained from same.—A. B. C.

BLACKMORE & LANGDON'S "GOLD MEDAL" HYBRIDS. The "last word" in Delphinium mixtures. (Direct from originators.)

Tr. Pkt.....\$1.00 1/4 oz.....\$2.00
Oz.\$7.00

CHICAGO **AMERICAN BULB CO.** NEW YORK



Bodger's (Originators) New Double FRAGRANT "GLEAM" NASTURTIUMS

"Scarlet Gleam" (Illustrated Above)

Attractive and valuable as cut flowers as they keep well in water. Use raised beds and a carnation house temperature. Can also be cultured successfully out of doors.

GOLDEN GLEAM. The original golden yellow.

1/2 oz.....20c	1 oz.....30c
1/4 lb.....50c	1 lb.....\$1.50

SCARLET GLEAM. A dazzling color.

1/4 oz.....50c	1 oz.....\$1.85
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GLEAM HYBRIDS. A remarkably wide range of rich colors. We especially suggest this mixture and we feel sure that no retail grower can afford to be without it. 1/4 oz.....50c

1/2 oz.....80c	1 oz.....\$1.50
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Provides Very Desirable Cut Flowers. Easily Grown

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A. B. C.

"SENSATION"

Very Early Mammoth Flowering

"Sensation," a new introduction in mammoth flowering Cosmos blooming in 70 days from time of planting. Exceptional for cut flowers. See novelty pages in this book for full size illustration. Pink and white mixed.

Tr. Pkt. (25 seeds).....75c

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BODGER'S

"ORANGE FLARE"

(Illustrated at Right)

In full flower less than four months from time of planting, vivid orange, free flowering. Provides exceptional cut flowers. Created no end of interest at the Chicago Century of Progress, 1934. Tr. Pkt.....40c

1/4 oz.....60c	1 oz.....\$2.25
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